35 Cents

30th YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AUGUST 21, 1961

Minute participation sales on tv networks at $3.8 million weekly pace 23

Texas in the 60's: how new industry helps an already-booming economy 59

That hard-liquor spectre: time on radio-tv being bought by Publicker 34

New nationwide Arbitron service scheduled to get underway Sept. 24 32

COMPLETE INDEX PAGE 7

NEVER A SHOW WITH SO MUCH GO!

"Everglades"

LAW-ENFORCEMENT DRAMAS IN THE SUN-WASHED TROPICS!

PRODUCED TO MEET TODAY'S **NEW** PROGRAM NEEDS!

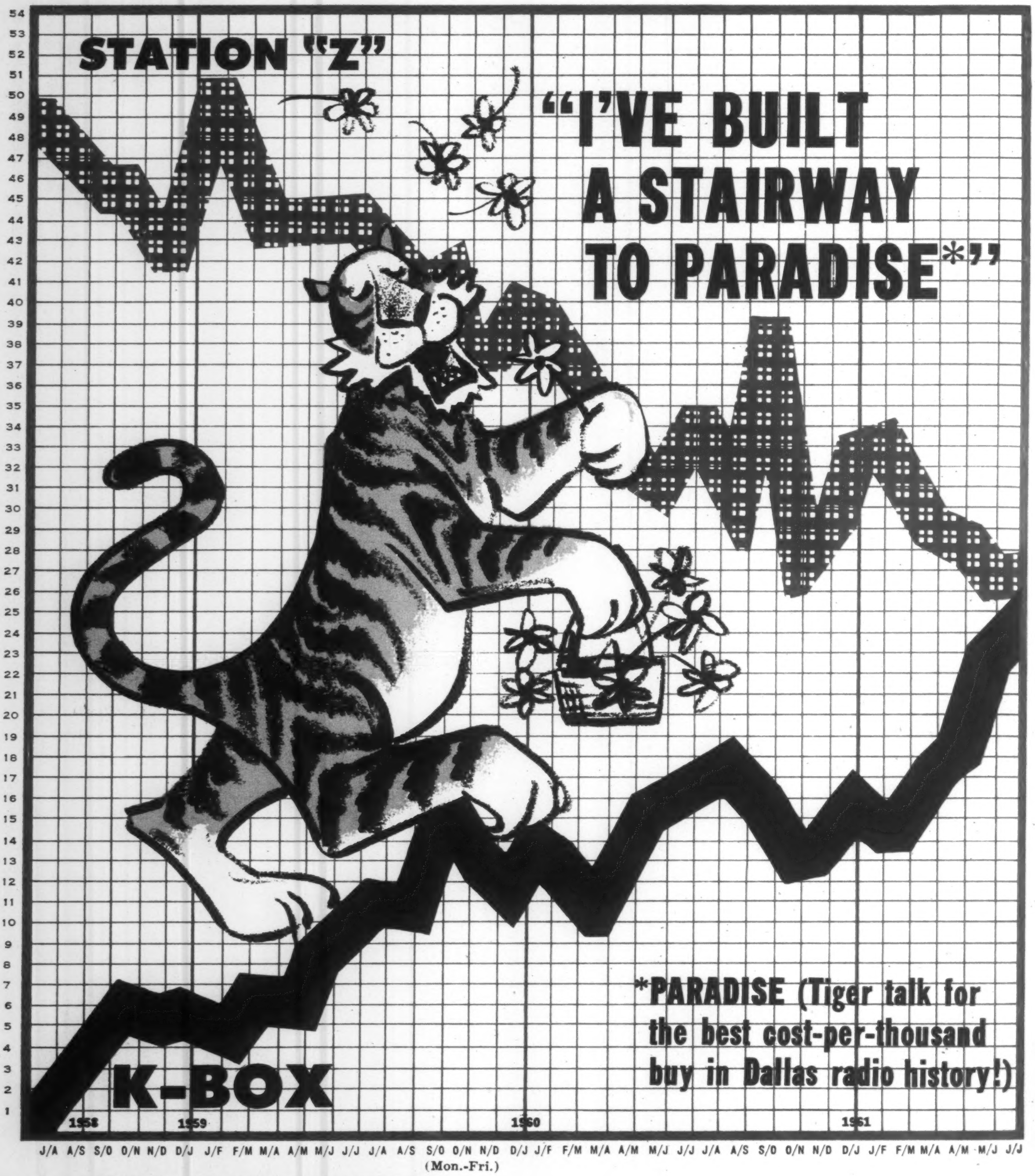
From Lake Okeechobee to the Florida Keys, from Big Cypress Swamp to the sparkling Gulf of Mexico . . . 5000 square miles of tropical wilderness. TV'S FIRST AND ONLY "LIVING LOCALE!"

RON HAYES stars as Constable Linc Vail, deep in the Everglades.

Assignment: Translating the law into the language of the 'Glades.

United Artists

ZIV



*PARADISE (Tiger talk for the best cost-per-thousand buy in Dallas radio history!)

Buy K-BOX.. the "tiger" of Dallas radio!

Sold Nationally by THE KATZ AGENCY, INC.

The BALABAN station serving Dallas

JOHN F. BOX, JR., Managing Director • *PARKER DAGGETT, General Manager*

C. E. HOOPER SHARE OF AUDIENCE

7 AM—6 PM Monday through Saturday
(Sept. thru Dec. 1959—Monday thru Friday)

A Texas Quadrangle Station
K-BOX Dallas
K-NUZ Houston
KONO San Antonio
KXOL Ft. Worth

セントルイスが汚る進呈易*

*buy St. Louis a la card

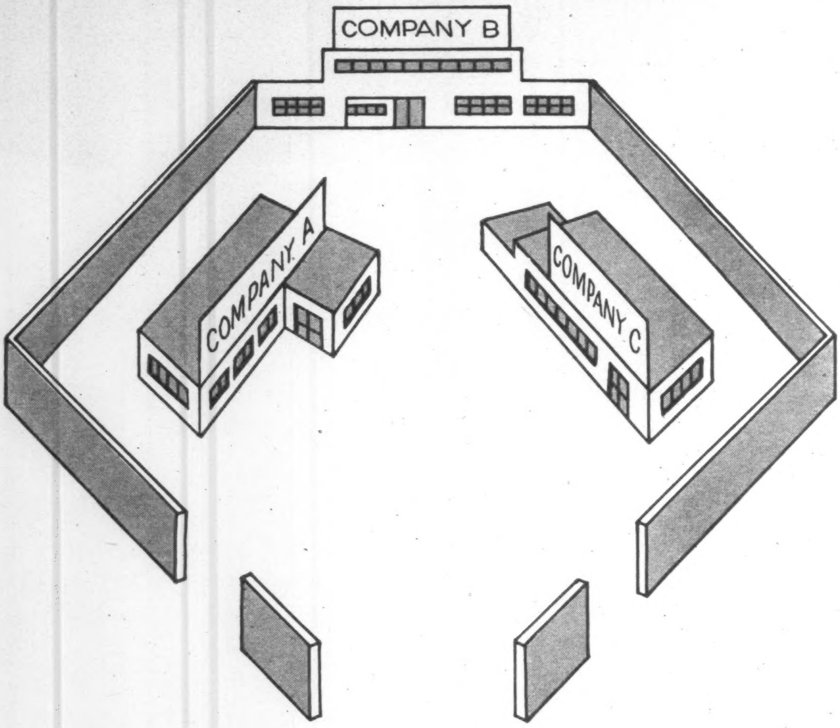
KTVI RATE CARD

. . . your lowest cost per thousand
TV buy in St. Louis

Represented nationally by BLAIR-TV

KTVI 2 abc
CHANNEL
ST. LOUIS

Kotobuki Restaurant



PATHOLOGY

Three companies started out on a shoestring. To save string, they agreed to share an enclosed courtyard.

This indeed held down costs, but the courtyard mingling of personnel became highly undesirable. Time was wasted, rumors were rumored, business secrets were stolen. To secrete their personnel,* the companies agreed that each would build an enclosed entryway from its building to one of the gates.

Company B built to the middle gate, Company C to the gate on the left, Company A to the gate on the right. None of the three paths crossed.

Show us how this can be done and win an exciting new prize. We're offering several so be sure and tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol I, reprinted by permission of Dover Publications, Inc., N. Y. 14, N. Y.

**Nothing secret about the people in Washington, D. C. ARB openly proclaims that their TV tuning habits have made WMAL-TV first in the market, 6 PM-Midnight, Monday-Friday. (June '61)*

wmal-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

CLOSED CIRCUIT®

Deintermixture bait

Fondest hope of proponents of deintermixture at FCC is that one or more of eight owners ear-marked for shifts will express willingness to accept uhf if he will be assured of continued operation on his v for specified number of years (seven is suggested by one highly placed FCC source). Assumption is that this would break back of opposition since long-range transition would assure ownership of return of investment and then some.

At deadline last week there was no indication that any one of eight would yield or take FCC bait. Conversely, all signs pointed to maximum opposition, with initial request for extension of time to answer proposed rulemaking. (Story page 50.)

Power and Glory sponsors

CBS-TV, after long search, is reported to have found two sponsors willing to underwrite one of tv's most expensive productions of all time—two-hour long *The Power and The Glory,* scheduled to be carried on CBS-TV on Oct. 29 (9-11 p.m.). Word is sponsors are John H. Breck Co. (hair preparations), Springfield, Mass., through Reach, McClinton, New York, and Motorola Inc., Chicago, through Leo Burnett, Chicago.

Though it would normally cost advertisers about $1 million to sponsor The Power and The Glory *for time and production charges, Talent Assoc.-Paramount Ltd., produced drama knowing it could not recoup high production costs (*BROADCASTING, *July 10). It hopes to recoup its investment and make a profit through showing tv production in foreign theatres.*

Snowstorm

New York's ticker-tape snowstorms will have nothing on responses FCC will receive on its proposed new program forms. Whereas most rule-making proposals bring desultory comments from individual broadcasters and perhaps NAB as overall spokesman, advance signs are that all shades of stations, plus state broadcasters' associations, will descend upon FCC in outraged opposition to proposal that would not only threaten if not impose censorship but also would saddle every station with what they regard as unconscionable paper work burden. Among state associations which already have oppositions in preparation are Tennessee, Michigan, Georgia and Mississippi.

McGannon's head of steam

Since assuming chairmanship of NAB Research Committee to evolve plan to set up major research project in conjunction with one of leading universities, Donald H. McGannon, president, Westinghouse Broadcasting Co., is moving ahead full tilt to get project airborne. Full membership of his nine-man committee won't be announced for another fortnight but Mr. McGannon already tentatively has arranged for meeting of group in New York in mid-September, to be followed by one in Chicago about month later. He's trying to meet mid-November deadline for implementation of plan to be submitted to NAB board at its January meeting in Florida by NAB President LeRoy Collins.

Some 14 universities already have advanced proposals for participating in project which will cover all phases of radio and tv media by probing underlying trends. Audience rating studies are integral part of project but Gov. Collins has emphasized this does not contemplate "tearing down" existing systems but will get into methodology.

All balled up

Those NBC-TV officials who are arranging World Series telecasts for this October, are sure to be rooting for contending L. A. Dodgers to lose National League pennant. It would save them good deal of adverse publicity and business complications. Reason: This year, series is supposed to open in American League park on Wednesday, Oct. 4. First NL game is scheduled for Saturday, Oct. 7. Catch is that L. A. Coliseum (Dodger's park) has previous iron-bound commitment for that day to U. of So. Calif. football team. Rather than relinquish its wide-audience Saturday telecast, NBC has suggested that schedule be turned around with series opener on Wednesday at NL park. Baseball people are reportedly enraged at idea.

Westerners go broadcasting

Increasing number of small advertisers ($250,000 class), most on west coast, are shifting advertising billings from print and outdoor to broadcasting. Los Angeles Soap Co. through Erwin Wasey, Ruthrauff & Ryan, for its White King product, and Wilshire Oil Co., through Doyle Dane Bernbach, are two examples. Soap firm is taking money from outdoor and investing it in ten western markets, while oil concern is switching its entire $270,000 outdoor budget for 1960 to radio in 1961. Trend was discovered (but not cited) by Bolling Co., station representative, in course of surveying 225 advertisers for sales forecast presentation published earlier this month (BROADCASTING, Aug. 14).

Satellite tv odds

Don't hold your breath for global television relays once space satellite communications becomes operational in 1964 (government estimate). Even if it proves technically feasible, overcoming such limitations as adequate satellite power, time differentials, language barriers and differences in technical standards (lines and frames) there would still be cost factor since tv requires much broader band to transmit images and voice than is used in telephone or telegraph communication.

One expert points out that if it now costs $12 for three-minute telephone call to London, using narrow 3,000 cycle band, it would cost about $12,000 for one minute to relay tv sight and sound to London via satellite. Thus 30-minute program relay would run $380,000. Such costs would be justified, it is calculated, only for such special events as coronation of royalty or installation of new Pope. It's pointed out, moreover, that video tape now can be jet-flown from London in four hours and that with space craft of future, time would be cut about one hour.

Big push by Bishop

Media planners might keep their eyes fixed on tv advertising strategy of Hazel Bishop Inc., New York, for two reasons. Company, which returns to spot tv after absence of several years with 40-market splurge (BROADCASTING, Aug. 14), is said to be considering network tv program sponsorship next year, and also is one of advertisers known to have produced 40-second spot for possible use in its upcoming campaign. It has not definitely scheduled 40-second commercial but may place it into markets where company wants extra push. Agency: North Adv., New York.

Hang up your gun, pardner

Of next season's new shows, tv networks appear to be pinning "white hopes" for "hits" on non-violence program series. For example, ABC-TV concedes its top entries are *Ben Casey* and *Bus Stop;* CBS-TV emphasizes its expectations for *Defenders,* and NBC-TV is especially high on *DuPont Show of the Week.* Not one of these programs is shoot-em-up type.

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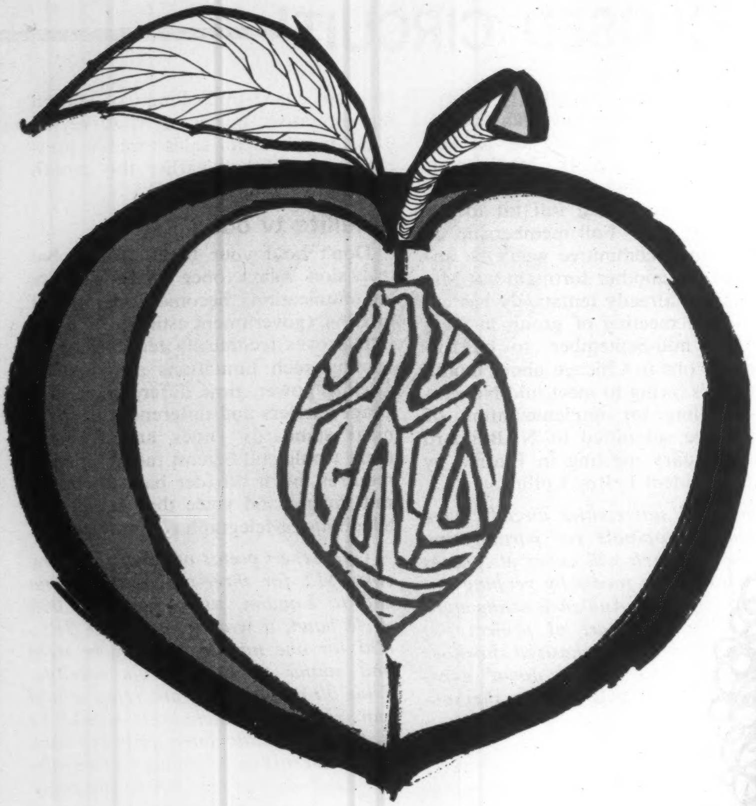

because
Atlanta is
different from
Milwaukee . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

****WITI-TV now leads in prime time.***

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

The "minute-man" sponsor who buys network participation spots is heading toward an all-time high. Right now it looks about $3.8 million a week in these spots. Representatives take a very dim view of all this. See . . .

NETWORK SPOT RECORD HIGH . . . 23

Big things are happening in the Southwest. Big, booming Texas has shed its chaps and is developing new scientific industries and fabricating. A brand new market of 10 million people with money to spend has arisen. See . . .

TEXAS OF THE 60's . . . 59

An old trouble-maker arises again—hard liquor advertising on radio and television. This time it's Publicker, Philadelphia distiller, testing both media. NAB claims code and member stations aren't accepting it. See . . .

LIQUOR ON RADIO-TV . . . 34

The newest thing in ratings—a full nationwide service by Arbitron, providing overnight national reports starting Sept. 24. Audience-size information to be supplied for a period of 26 weeks, plus daytime ratings. See . . .

ARBITRON RATINGS EXPANDED . . . 32

Georgia broadcasters are unhappy because NAB President LeRoy Collins has declined an invitation to take part in seven-state seminar on regulation, according to H. Randolph Holder, president of state group. See . . .

COLLINS SENDS GA. REGRETS . . . 42

It appears the FCC is about to run into grief over the proposal to delete the single vhf channels in eight cities. Capitol Hill opposition is developing, with Connecticut and Pennsylvania expressions of disapproval. See . . .

HILL RALLIES TO SAVE V'S . . . 50

Out in the West a survey by an agency group indicates the image of advertising must be upgraded with the public as well as top business management. About 70% of respondents find definite need for improvement. See . . .

WEST SEES POOR AD IMAGE . . . 42

Fingertip fantasies of the ladies, and their daughters, too, are catered to by Color Plus. This nail enamel has enjoyed sales booms since it went on tv a year ago. Now the sponsor has similar lipstick plans. See . . .

TV 'MADE' COLOR PLUS . . . 40

The kiddies, bless their hearts, will have new informational-entertainment programs this fall, judging by a look at network plans. At least critics won't be able to call it a wasteland, network hopes. See . . .

UPSURGE IN CHILD PROGRAMS . . . 115

An enticing goal—simplification of paper work—has been promised by Standard Rate & Data Service. Central billing service will be offered for spot tv. This is the second company to enter spot service field. See . . .

NEW TV BILLING SERVICE . . . 28

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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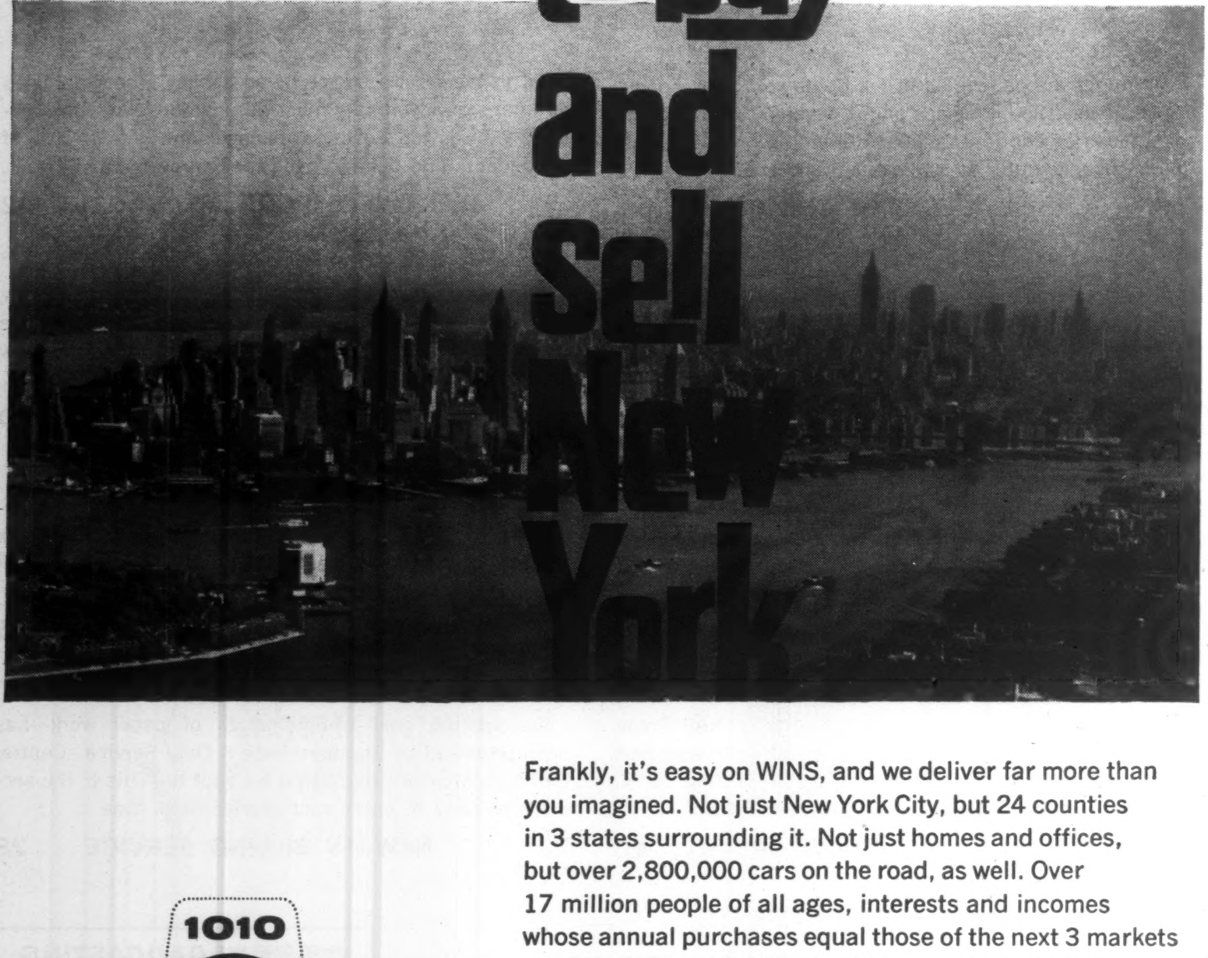
how to buy and sell New York



Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS.

And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.

1010
WINS
NEW YORK

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

Examiner would lift KLFT's license

Charging that Leo Joseph Theriot, licensee of KLFT (1600 kc, 1 kw) Golden Meadow, La., repeatedly violated FCC rules and lied under oath, Hearing Examiner Jay A. Kyle recommended Friday (Aug. 18) that KLFT's license be revoked.

Revocation proceedings were instituted against station last January on grounds licensee had misrepresented statements to commission, had violated numerous rules in spite of citations from agency and that KLFT had no first-class engineer employed fulltime.

"The demeanor of Theriot on the witness stand was poor," Examiner Kyle's decision stated. "He was a sullen and evasive witness. . . . His testimony generally was lacking in candor. He was not cooperative and offered little, if anything, in the way of mitigation for his repeated day-to-day violations of the commission's rules and regulations."

Specifically, examiner ruled that Mr. Theriot: (1) "wholly ignored" two notices of violations from FCC; (2) "made a false representation" to commission (in sworn petition for reconsideration) concerning employment of George Rountree as KLFT engineer; (3) instructed two KLFT employes to lie to FCC investigators, and (4) made no genuine effort to hire engineer or to comply with commission requirements.

'Statistical Abstract' issued

Basic statistics covering U. S. commerce, industry and agriculture are updated in 1961 edition of *Statistical Abstract of the United States* ($3.50), published by U. S. Census Bureau.

New 2-pound, 10 ounce volume deals with population and housing data from 1960 census, income by states, taxes, distribution, manufacturing and other facts of American economy. It is basic reference work, available from Superintendent of Documents, Government Printing Office, or field offices of Dept. of Commerce.

KFMU (FM) to expand stereo

KFMU (FM) Los Angeles has begun broadcasting stereo and will on Aug. 26 expand its 8-10 p.m. Monday-Friday classical good music program with 1-3 p.m. afternoon show. Station is owned by International Good Music Inc. (Rogan Jones). KFMU is using RCA equipment.

FCC budget unscathed

President Kennedy on Friday signed appropriations bill containing $12,525,000 for FCC, all that agency requested. Congress completed work on bill, which provides total of $8.9 billion for score of independent agencies, two weeks ago (BROADCASTING, Aug. 14).

FCC extends remarks date on program report forms

Extension of deadline for comments in FCC rulemaking on new program reporting forms and logging requirements to Oct. 2 will be made this week, commission spokesman said Friday (Aug. 18). Present deadline in both documents is Sept. 7.

More time for comments will be granted because of actual tests by stations in Georgia (BROADCASTING, Aug. 14) and Oklahoma operating under proposed requirements, it was reported. Commission thinking is that other stations and trade associations might want to finance tests and agency will openly encourage such practices.

RCA's Watts predicts color growth in fall

Color tv will shine brighter this fall than ever before, RCA Sales President W. Walter Watts told RCA Victor dealers in Detroit. NBC's colorcasts will be used in conjunction with dealer demonstrations to expose public to color tv, Mr. Watts declared. "And when people see color tv, they want it," he added.

NBC in 1954 ran 68 hours of color, today it is running at rate of 1,600 hours of color, and in 1962 should reach 2,000 hours, Mr. Watts stated.

In past three years, he noted, color-equipped stations have increased from 33 to 61 "and many others are known to be sizing up equipment needs in preparation to seeking their own 'pot of gold' at the end of the tv rainbow."

Transit campaign

D. C. Transit System Inc., Washington, D. C., is using saturation spot radio-tv and printed media campaign in Washington area to advance theme: "It makes more sense to bus into town." Campaign, which begins this month and continues through December, is said to be company's most extensive ad effort to date. Agency is Warwick & Legler, New York.

$4 million drive set by Gillette for fall

Gillette Safety Razor Co., through Maxon Inc., will launch $4 million tv-radio-newspaper advertising campaign beginning in September and continuing through middle of October. Purpose is to promote 265-page World Series Encyclopedia, which will be offered to consumers free with purchase of Gillette razor.

Tv campaign will include four 60-second spots weekly for two-week period in selected markets across country and heavy promotion on ABC-TV's *Fight of the Week, Make That Spare* and NCAA football game broadcasts, and NBC-TV's World Series telecasts.

On radio Gillette merchandise will be featured on disc jockey programs in 100 top U.S. markets.

Rep. Mack opposes deintermixture plan

Rep. Peter F. Mack Jr. (D-Ill.), member of House Commerce Committee, has joined growing congressional opposition to FCC's proposal to remove vhf channels from eight markets.

He said proposed deintermixture would discriminate against those communities which would be reduced "to dependence upon the inferior type service provided through uhf channels."

Declaring rural areas particularly would be hurt by deintermixture, Rep. Mack specifically opposed proposal to remove vhf ch. 3 from Champaign-Urbana, Ill. He cited messages from Illinois Agricultural Assn. and Mayor of Shelbyville, Ill., as "sample of protests" he has received in ch. 3 case. (See earlier story, page 50.)

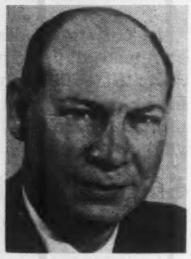
Hearing on FTC injunction

Representatives of advertising, manufacturing and business groups are exspected to testify at House Commerce Committee hearings Tuesday and Wednesday on bills to strengthen FTC's regulatory hand.

One bill (HR 1833) would permit FTC to issue cease and desist order to prevent continuance of alleged fraudulent practices. Stop order would remain in effect until completion of proceeding against suspected firm.

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Siegel

Simon B. Siegel, financial vp, AB-PT Inc., elected executive vp. He also continues as executive vp of ABC, division of AB-PT, position to which he was elected last month (WEEK'S HEADLINERS, July 24). According to Leonard H. Goldenson, AB-PT president, Mr. Siegel's election as executive vp is in line with AB-PT's "desire to strengthen executive management and meet the growing requirements resulting from this expansion." Mr. Siegel has been key figure in company's growth since 1953 merger of United Paramount Theatres and ABC.

J. Michael Early, New Orleans labor management expert who has been consultant to WWL-AM-TV for more than 20 years, last week was named acting manager of WWL-TV. He succeeds **Larry Carino,** who has become general manager of WJBK-TV Detroit. (WEEK'S HEADLINERS, Aug. 14). Mr. Early, prior to entering private practice, was regional attorney for National Labor Relations Board for 15th region headquartered in New Orleans.

Thomas J. White, vp, tv sales, Avery-Knodel Inc., elected director of corporation and to newly-created post of senior vp. Mr. White joined station representative in 1948 as salesman in radio department. He later moved into firm's tv division becoming sales manager for tv in New York office in 1958, and vp, tv sales in 1960. **Roger O'Sullivan** also was named senior vp. Mr. O'Sullivan joined station representative in 1947, and was made vp, radio sales of Chicago office in 1960. He remains in Chicago branch.

James Theiss, account executive with Blair Television Assoc. since 1956, appointed to newly-created post of vp and general sales manager of representative company. Earlier he had been in media department of Benton & Bowles, New York, as timebuyer on General Foods and Procter & Gamble accounts. Blair Television Assoc. represents stations in major medium markets. Blair-TV represents stations in major, large-sized markets.

For other personnel changes of the week see FATES & FORTUNES

Workers like etv, Oregon study shows

"Working class" tv viewers have a higher acceptance of educational tv than any other class except professionals, according to three-year survey conducted by U. of Oregon. Among "blue collar" workers interviewed in Eugene (site of university), 14% were viewers of educational KOAC-TV Corvallis, Ore.

Survey indicated only 4% of "white collar" workers and 9% of merchants and public officials are regular KOAC-TV viewers. Among professional people, 19% watched etv. Preliminary results showed, however, that only 2% of area tv viewers regularly watch KOAC-TV; 23% watch it occasionally, and 59% "almost never" watch. Remaining percentage either cannot tune in KOAC-TV or have never heard of it.

Those with only grade or high school education spend more time each week watching general tv than college-level viewers, survey disclosed. Survey is part of project by U. of Oregon Institute for Community Studies, which is probing nature and sources of resistance to etv. Project, which began in 1959, is being conducted under grant of $178,000 from U. S. Office of Education. Nearly $60,000 was received last month to continue study through June 1962.

Reasoner to CBS-TV show

Harry Reasoner, CBS News correspondent, has been named to handle new daytime news program starting Oct. 2 on CBS-TV. Titled *Harry Reasoner With the News* (Mon.-Fri., 11:55 a.m.-noon), program is one of three news shows scheduled to debut on same day. Mr. Reasoner also will be news reporter for half-hour series of news and features, titled *Calendar* (Mon.-Fri. 10-10:30 a.m.). Previously announced was *Charles Collingwood With the News* (Mon.-Fri, 3:55-4 p.m.).

WOOO sold: $75,000

WOOO DeLand, Fla., has been sold by Trio Broadcasting Co. to Polaris Broadcasting Inc. for $75,000. Polaris principals are S. Donald Potter, Edgar Backus, John W. Fitzgerald and Otto J. Allen. Messrs. Potter and Backus are associated at WJIM-TV Lansing, Mich. WOOO is a 5 kw daytimer on 1310 kc. Broker was Paul H. Chapman Co. with Walter Grimes as co-broker.

KTAL (TV) sets sights to go on air next month

KTAL (TV) Shreveport, La., ch. 6 last week announced tentative plans to go on air early next month, after completion of its new 1,553-foot tower near Vivian, La.

Tower was fabricated by Dresser-Ideco Co., Columbus, Ohio, and erected by the Tesco Corp., that city.

Station studios and offices nearing completion, are at 3150 North Market St., Shreveport. Cost of new NBC-affiliated station has been estimated at $1 million. Walter M. Windsor is general manager.

Fm comments reset Nov. 10

FCC Friday (Aug. 18) extended to Nov. 10 deadline for comments in rulemaking which proposes major changes in fm allocations and operations. Extension had been requested by NAB and engineer and lawyer trade groups (see story page 51). Comments formerly were due Sept. 5.

Sisskind to WIBW-AM-TV

Carl I. Sisskind, news assistant to Sen. Gordon Allott (R-Colo.), Friday announced resignation, effective end of this month, to join WIBW-AM-TV Topeka, Kan., as news director.

Prior to joining Sen. Allott's staff, Mr. Sisskind was news director of KGMC Englewood, Colo.

New Collins transmitters

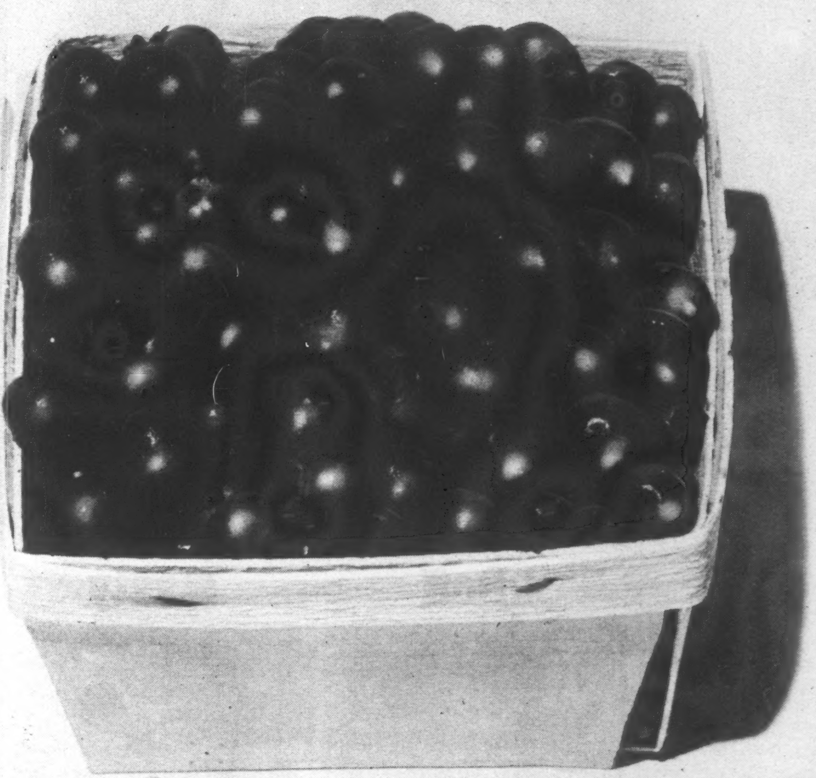
Collins Radio Co., Cedar Rapids, Iowa, today (Monday) unveils new line of broadcast transmitting equipment for both am and fm. New fm transmitter, 250-watt model 830B-1, includes self-contained multiplexing equipment for FCC-approved stereo system. It is push-button operated and will also serve as exciter unit for 5-kw fm installation.

Collins' new am transmitter is model 20V-3 and serves for 1-kw, 500-w or 250-w installations. Both new am and fm lines feature colorful cabinetry and easy access to all internal components.

ATAS to advise in uhf test

New York chapter of Academy of Tv Arts and Sciences has accepted invitation from New York Municipal Broadcasting System to serve as advisory and consultancy board for System's forthcoming uhf tv operation—WUHF-TV. Academy will advise on programming aspects of operation and also will provide programs for station's schedule. New uhf station, first in New York, was made possible by $2 million appropriation to FCC by Congress for test of feasibility of uhf coverage in urban areas.

BUT...
how good are the ones at the bottom?



Top or bottom—COLUMBIA POST-48's are your best pick!

Starting with *"On The Waterfront," "All The King's Men," "Born Yesterday," "The Caine Mutiny"*—and right on down through the list of over 200 post-48's from Columbia Pictures—you'll find one top quality feature after another.

No wonder smart shoppers across the country are making this outstanding feature package their number one feature buy. So why not call us? We always enjoy doing business with people who know their onions... *or berries!*

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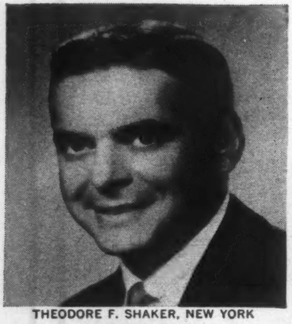

THEODORE F. SHAKER, NEW YORK

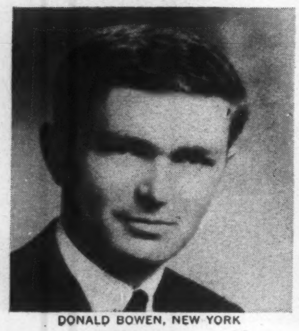
Ted

EDWIN T. JAMESON, NEW YORK

Ed

HARRISON E. MULFORD, NEW YORK

Harry


DONALD BOWEN, NEW YORK

Don

MARTIN S. POLLINS, NEW YORK

Marty

D. THOMAS MILLER, CHICAGO

Tom

JUSTIN CASSIDY, CHICAGO

Jud

RICHARD BEESEMYER, HOLLYWOOD

Dick

CHARLES BARRICKMAN, HOLLYWOOD

Chuck

coll

1. all the info on TV's big 5 markets.

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Meaning they represent WABC-TV, New York; WBKB, Chicago; KABC-TV, Los Angeles; WXYZ-TV, Detroit; KGO-TV, San Francisco . . . the most uptrending stations in these top markets . . . and speak knowingly about the 5 markets where a healthy slice of the nation's spending money is spent.

ABC-TV NATIONAL STATION SALES, INC.

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WXYZ-TV, DETROIT/KGO-TV, SAN FRANCISCO

ll:

FRED NETTERE, NEW YORK

Fred

JEROME McCAULEY, NEW YORK

Jerry

THOMAS BELVISO, NEW YORK

Tom

JOHN McELFRESH, CHICAGO

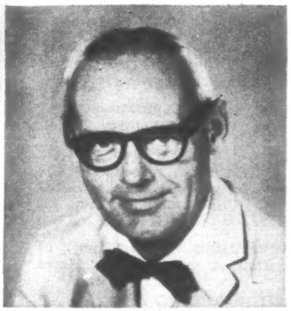
John

PHILIP GORE, CHICAGO

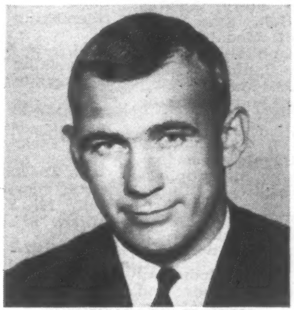
Phil

FRANK SARACENO, CHICAGO

Frank


WILLIAM HENDRICKS, DETROIT

Bill


JAMES OSBORN, SAN FRANCISCO

Jim

GRANT NORLIN, SAN FRANCISCO

Grant

ect:

2. from any of these 18 specialists.

These men know all about their business. And plenty about yours. They were hand-picked for their first-hand knowledge of the markets. They will concentrate 100% of their activities on these key markets. Whatever you want to know about the markets, research- or availability-wise, these 18 men know. Or will find out. Fast.

Call the one closest to you, geographically speaking.

663 Fifth Avenue, New York 22, New York, SUsquehanna 7-5000
360 North Michigan Avenue, Chicago 1, Illinois, ANdover 3-0800
1539 North Vine Street, Hollywood 29, California, NOrmandy 3-3311
Madison Theatre Building, 1567 Broadway, Detroit, Michigan, WOodward 1-0255
277 Golden Gate Avenue, San Francisco 2, California, UNderhill 3-0077

"The Big Picture, From the Big Mountain that Blankets the Big Empire!"

KXLY-TV
SPOKANE

"FIRST IN PRIME TIME SPOT RATINGS"
March '61 ARB

KXLY-TV . .	31
STATION B . . .	19
STATION C . . .	13

The most recent ARB taken in Spokane (March) gives KXLY-TV more firsts in homes reached in the "prime time" half hour breaks from 6:30 P.M. to 10:30 P.M. Sunday through Saturday! In over-all night-time viewing (6:00 P.M. to midnight) ARB gives KXLY-TV 4,800 more homes than station "B" and 5,500 more homes than station "C"!

"ARB GIVES KXLY-TV MOST HOMES"

KXLY-TV
Spokane, Wash.
REPRESENTATIVES:
H-R Television Inc.
Seattle . . Day & Wellington
Portland . . . H. S. Jacobson

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

AUGUST

Aug. 21-30—ABC Radio Affiliates Meetings. A series of four regional meetings, for network officials and representatives of affiliated stations. The schedule: Aug. 21, New York, Sheraton-East Hotel; Aug. 25, San Francisco, Mark Hopkins Hotel; Aug. 28, Chicago, Sheraton-Chicago Hotel, and Aug. 30, New Orleans, Sheraton-Charles Hotel.

Aug. 22-23—Annual Defense Communications Seminar, National Industry Advisory Committee, under sponsorship of FCC. Defense Commissioner Robert T. Bartley will moderate first day; Assistant Defense Commissioner Robert E. Lee, the second day. FCC Chairman Newton N. Minow will address the meeting. Departmental Auditorium, Washington, D. C.

Aug. 22-25—1961 Western Electric Show & Convention. Cow Palace, San Francisco.

Aug. 25-26—Arkansas Broadcasters Assn., fall meeting. Sam Peck Hotel, Little Rock.

Aug. 26—Broadcasters Sales Management Conference, sponsored by U. of Mississippi and Mississippi Broadcasters Assn. King Edward Hotel, Jackson, Miss.

***Aug. 27-29—Atlantic Assn. of Broadcasters,** annual meeting. Algonquin Hotel, St. Andrews-by-the-Sea, New Brunswick, Canada.

SEPTEMBER

Sept. 2—Ninth annual **California State Fair Press-Radio-Tv Top Story Awards** banquet in Governors Hall, State Fair Grounds, Sacramento, Calif. Medal awards presented for best news and public service programs broadcast by California radio and tv stations June 1, 1960,-May 31, 1961; also for best newspaper and magazine stories of year.

Sept. 5—Comments due on **FCC** inquiry and notice of proposed rulemaking changing fm spectrum and looking into duplication of am-fm programming.

Sept. 7—Deadline for comments on **FCC** rulemaking on revised program forms required with all broadcast applications.

Sept. 7—Comments on **FCC** rulemaking imposing new log-keeping methods and stipulating three-year maintenance of logs due.

Sept. 10-13—Assn. Canadienne de la Radio et de la Television de Langue Francaise, annual convention. Seaway Hotel, Toronto, Ont.

Sept. 11-17—**Affiliated Advertising Agencies Network** 17th annual international meeting. Sheraton-Blackstone Hotel, Chicago.

RAB management conferences

Sept. 7-8 Haddonfield, N. J.

Sept. 11-12 White Sulphur Springs, W. Va.

Sept. 18-19 Sea Island, Ga.

Sept. 21-22 Dallas.

Sept. 28-29 Des Plaines, Ill.

Oct. 5-6 Omaha.

Oct. 9-10 Palo Alto, Calif.

Oct. 12-13 Detroit.

NAB fall conferences

Oct. 13—Hotel Jefferson, St. Louis

Oct. 16—Sheraton-Dallas, Dallas

Oct. 18—Hotel Utah, Salt Lake City

Oct. 20—Sheraton Palace, San Francisco

Nov. 10—Somerset Hotel, Boston

Nov. 13—Pittsburgh Hilton, Pittsburgh

Nov. 15—Hotel Leamington, Minneapolis

Nov. 20—Robert Meyer Hotel, Jacksonville, Fla.

Sept. 14-16—Michigan Assn. of Broadcasters fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 15—Reply comments due on **FCC** rule change requiring broadcast announcement of financial interest held by station management or employes in products or services promoted on air (plugola).

Sept. 15—Deadline for comments on **FCC** proposal to grant rate increases to AT&T and Western Union for leased-line telegraph services.

Sept. 15—Comments due on proposed **FCC** rulemaking limiting grants of vhf translator stations only to those which would cover unserved areas rather than simply extend an existing station's coverage area.

Sept. 15-17—American Women in Radio & Television, southern area conference. Dinkler-Tutwiler Hotel, Birmingham, Ala.

Sept. 16—UPI Broadcasters Assn. of North Carolina, annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18—Reply comments due on **FCC** rulemaking on revised program forms.

Sept. 18—Reply comments due on **FCC** rulemaking on new method and time period for keeping station logs.

Sept. 18-19 — CBS Radio Affiliates Assn., annual convention. Waldorf-Astoria Hotel, New York.

Sept. 22—Radio & Television Executives Society, newsmaker luncheon, Hotel Roosevelt, N. Y. FCC Chairman Newton N. Minow is speaker.

Sept. 22-24—Advertising Federation of America, 10th district convention. Hotel Mayo, Tulsa.

Sept. 24-26—Louisiana Assn. of Broadcasters, annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 26—Resumption of **FCC** hearing on network programming practices, Federal Court House, Foley Square, New York City.

Sept. 27-30—Radio Television News Directors Assn., 15th international convention. Statler-Hilton Hotel, Washington, D. C.

Sept. 28—Assn. of National Advertisers, new products workshop. Waldorf-Astoria Hotel, New York City.

Sept. 28-Oct. 1—National Federation of Advertising Agencies, central states group. Lake Tower Motel, Chicago.

Sept. 29—Minnesota Broadcasters Assn., annual convention. Speakers include NAB President LeRoy Collins and FCC Commissioner Robert T. Bartley. Leamington Hotel, Minneapolis.

Sept. 29-30—American Women in Radio & Television, east central area conference. Claypool Hotel, Indianapolis.

Sept. 29-Oct. 1—American Women in Radio & Television, New England conference. Equinox House, Manchester, Vt.

Television

New TK-12 Monochrome Camera by RCA Provides

Finer Product Detail . . . Better Brand Identification

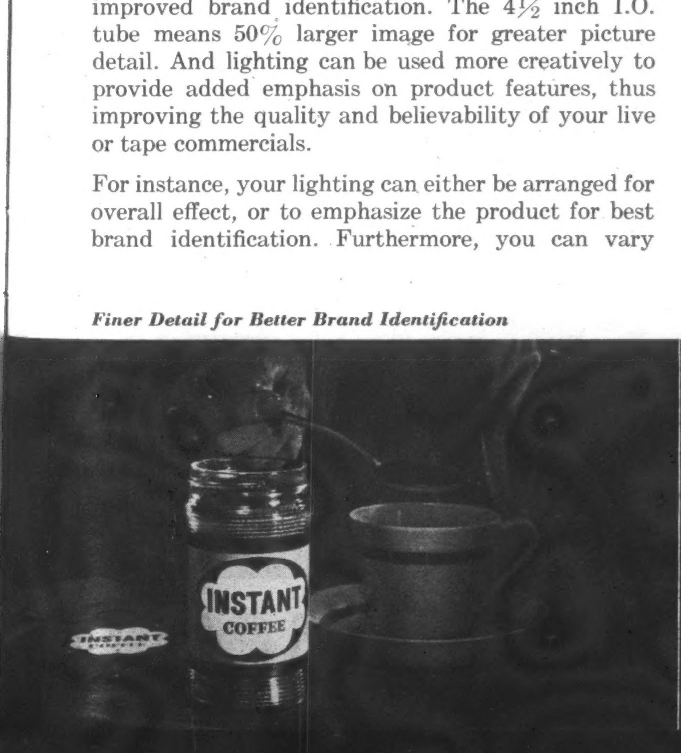
Pictures of products and people come up clearer and sharper than ever with this new RCA camera. It gives you better definition for better product detail . . . it provides improved rendition of gray scale for improved brand identification. The 4½ inch I.O. tube means 50% larger image for greater picture detail. And lighting can be used more creatively to provide added emphasis on product features, thus improving the quality and believability of your live or tape commercials.

For instance, your lighting can either be arranged for overall effect, or to emphasize the product for best brand identification. Furthermore, you can vary the emphasis at will and the camera will pick up all the wanted details and faithfully reproduce them. Advertisers will welcome the well-lighted, highly detailed pictures that can compete with the best magazine photography. Give your station a competitive edge with the TK-12 Camera. See your RCA Representative or write, RCA Broadcast and Television Equipment, Dept. YC-22, Bldg. 15-5, Camden, N.J.

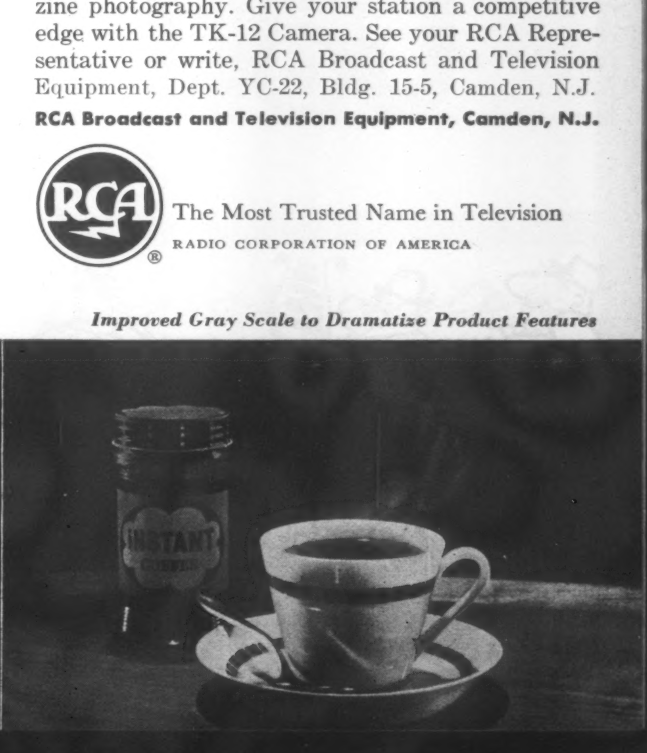
RCA Broadcast and Television Equipment, Camden, N.J.

RCA® The Most Trusted Name in Television
RADIO CORPORATION OF AMERICA

Finer Detail for Better Brand Identification



Improved Gray Scale to Dramatize Product Features



CRC IS MOVING INTO RADIO'S HOUSE OF SOUNDSMANSHIP

Commercial Recording Corp. is proud to announce the appointment of Richard H. Ullman, Inc. as its exclusive sales representatives.

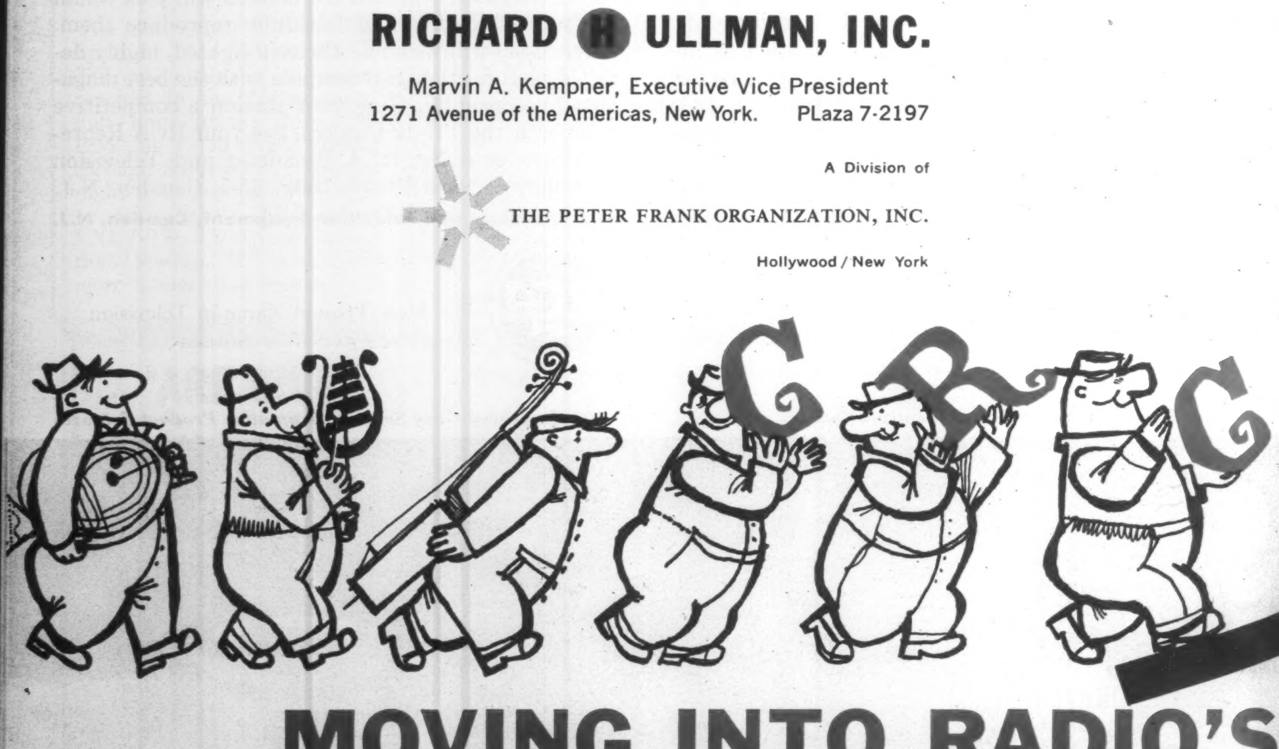
Now CRC, one of the nation's leading creators of station jingles and musical advertising, joins other distinguished producers represented exclusively by Richard H. Ullman, Inc. Now, unquestionably, Richard H. Ullman offers radio stations the most complete, most diversified, most saleable program and production aid services available in the entire industry. Services exclusive to you in your market, exclusively from Richard H. Ullman, Inc. Truly radio's House of Soundsmanship.

Call your newest Ullman-man, Dick Morrison, in Dallas (RI 8-8004) or

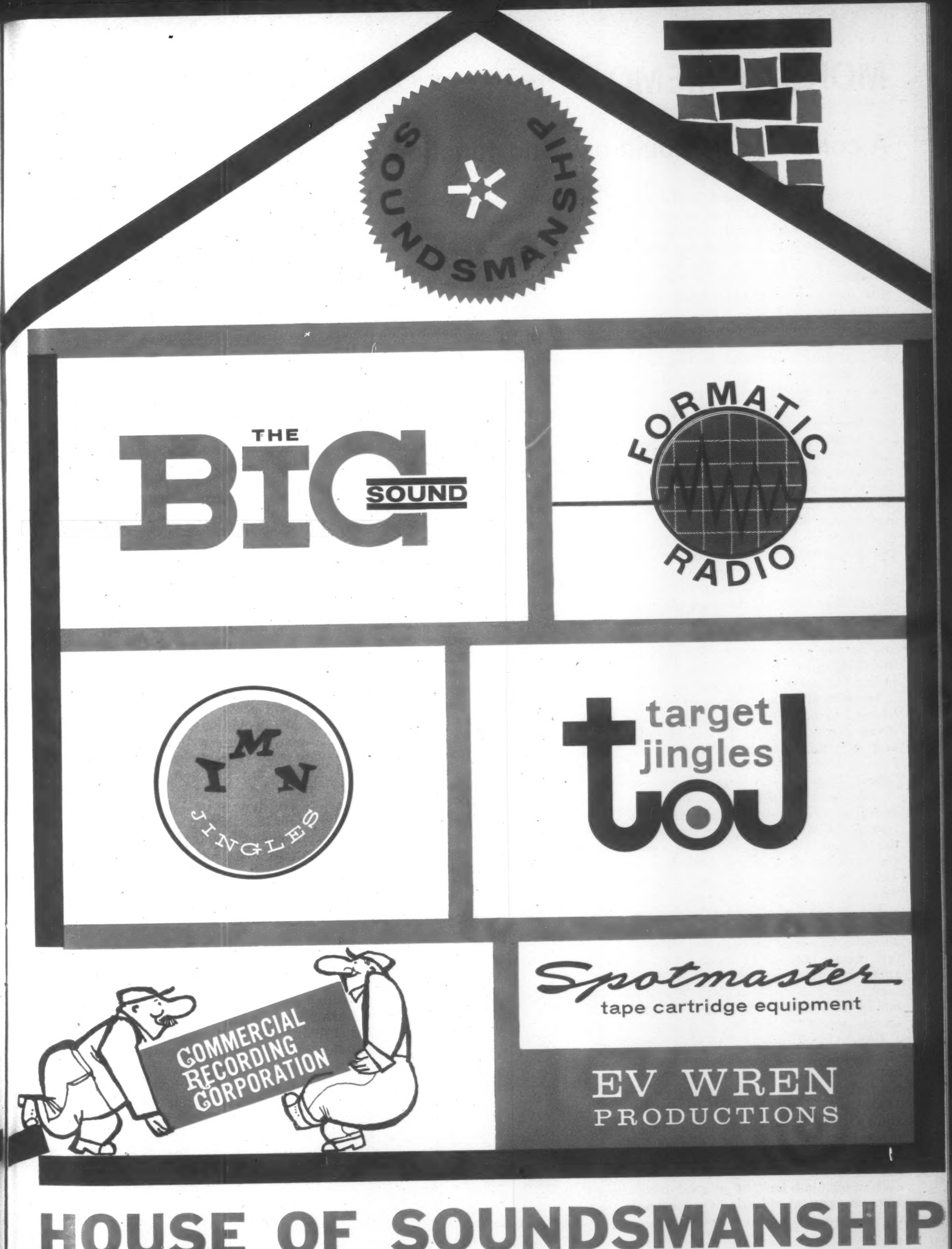
RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President
1271 Avenue of the Americas, New York. PLaza 7-2197

A Division of
THE PETER FRANK ORGANIZATION, INC.
Hollywood / New York



MOVING INTO RADIO'S


SOUNDSMANSHIP
THE BIG SOUND
FORMATIC RADIO
IMN JINGLES
target jingles
tj
Spotmaster
tape cartridge equipment
COMMERCIAL RECORDING CORPORATION
EV WREN PRODUCTIONS

HOUSE OF SOUNDSMANSHIP

MONDAY MEMO

from KENNETH MORTON, Curran-Morton Co., Phoenix

A commercial should have no function other than to sell

Perhaps 15 years spent in the fields of broadcasting and telecasting, prior to becoming a partner in an advertising agency, have prejudiced me in favor of these media. I hope so. Had it not had its effect, or left its mark on me, I am sure that at least a part of those years would have been lost.

To the contrary, those years of elbow-rubbing with station, agency, sponsor and public now are standing me in good stead and, at every opportunity, I do everything in my power to see that some of this experience rubs off on the client.

The Curran-Morton Co. in four years has become one of the two top-ranking agencies in Arizona. I know that the use of radio and television in generous quantities has contributed no little to our success story.

Both radio and television have been put to outstanding use for one of our clients—a good example—Staggs-Bilt Homes. Ralph E. Staggs, president of Staggs-Bilt, one of America's largest home builders, has built 45 subdivisions incorporating more than 8,000 homes and currently is developing new projects involving some 12,000 additional homes in the Greater Phoenix area.

Investment ▪ Staggs-Bilt's advertising budget exceeds $500,000 annually. We invest more than 50% of this in radio and television, with gratifying results. I use the word "invest" instead of "spend" because we feel that every cent of any client's budget represents an investment which must net a reasonable return. In other words, we are not of the opinion that media should be a mirror to reflect and magnify the ego or vanity of the sponsor or the sponsor's wife.

We feel that the listening and viewing public of today has at least one eye or one ear focused on the news. Therefore, we are sponsoring news and public affairs programs on two television stations and one radio outlet. We also maintain a fairly heavy schedule of sportscasts.

Feeling that women motivate the family purchasing of new homes, we buy at least 30 daytime spots per week beamed at the home-loving housewife. These spots are divided about equally among the three network affiliates in this market.

At one time Staggs-Bilt was sponsoring five or six half-hour syndicated shows each week, but lack of a good available property at this time has caused us to move to a heavy, seven-days-a-week spot schedule. Results have been even greater than we anticipated. Staggs-Bilt Homes has sold more homes this year than any other Arizona builder. If and when the time comes when syndicated shows are as entertaining as their pilot films, we may return to the 30-minute segment.

With more than a half million dollars entrusted to us, it is only natural that we devote more than an ordinary amount of time, thought, talent and energy to our spot material, as well as to other media.

When we at Curran-Morton are putting an announcement together, the one word uppermost in the minds of everyone is *sell!* We dont' believe any part of a 20-, or 30-, or 60-second period of time should be wasted in an effort to entertain, amuse, educate, or be "cute." We prefer to leave this area to the joke writers.

Well aware that there exists, alas, an element of potential purchasers who will desert their screen for the refrigerator at the drop of a commercial, we try to design our spots so that at least the first or last six or seven words will be more thought provoking, more apt to cling to the average mind, than the slam of an ice-box door.

Words Must Work ▪ In brief, we waste neither words nor film on so-called "attention getters." If there is any attention to be gained or held, then it must come from the principal vehicle. As it was once so quaintly phrased, "the play's the thing."

If a spot contains no more than, say, 60 words, then it is our sober intent to see to it that as many as those 60 words as possible spell s-e-l-l! The letters may be group differently. They may say, "no monthly payments until January 1962," "your choice of built-ins," "awarded the Good Housekeeping citation," "four gracious bedrooms," or any number of intriguing and inviting little phrases, but . . . when translated, if they don't spell *sell,* then we—and more significantly, the sponsor—have emerged the loser in this greatest word game since the advent of the cross-word puzzle.

We are not selling pretty girls in gorgeous gowns, not matinee idlers with bulging biceps; if we were, we would not—orally or visually—waste anyone's time in extolling the virtues of fine homes. We are, however, selling something that is also well-built and attractive—houses. We let this fact be known, in every worthwhile time slot, from one end of the dial to the other.

Among our agency's other top accounts are the Arizona Bank, which has been serving Arizona since 1887, and the Wright Manufacturing Co., builders of air conditioning equipment. The rest of the Curran-Morton list shows clients of similar caliber.

We feel that we are known by the company we keep, and on occasion find it necessary to decline an account we do not regard as equal in stature to our present ones.

We would also look with disfavor upon any prospective client who failed to agree with us that radio and television are the best salesmen of our time.

To sum it up—there can be little doubt that there is much room for improvement in the field of broadcasting, just as there always has been and always will be.

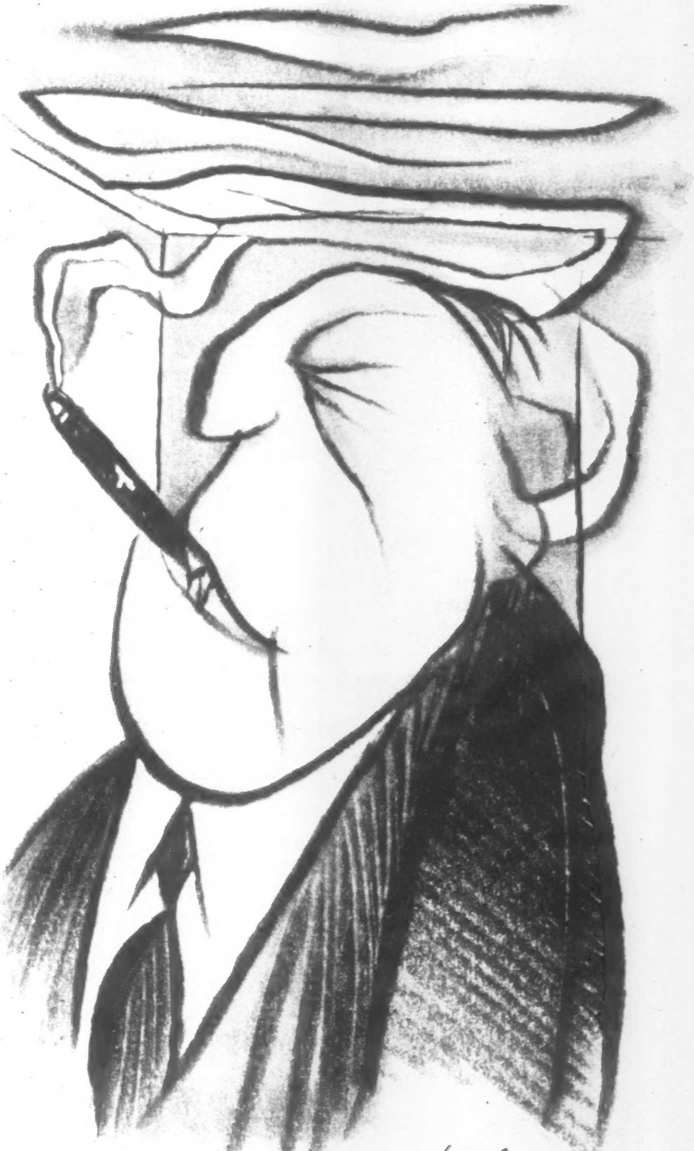
But, until something better comes along, it's delivering a whole lot of goods for us.

Kenneth Morton, executive vice president of Curran-Morton Co., was vice president and station manager of KOOL-AM-TV, CBS affiliates in Phoenix, for eight years prior to becoming an agency executive. At KOOL he handled all sales, both local and national, and was responsible for national sales for affiliated KOLD-AM-TV in Tucson. Now 36, Mr. Morton has spent 15 years in broadcasting. He is a member of the board of governors of the Arizona Academy of Tv Arts & Sciences.

CAPITAL TYPES #10

THE KING-MAKER

Waits till dusk
when his wife makes him go
to laundromat. Cuts self shaving
every morning due to
fascination with
reflection in mirror.
Keeps sign on desk reading
"think big" . . . a needed
reminder. Needs no reminding,
however, to listen to
WTOP Radio, the station
important to people
in the Greater
Washington area.



WTOP RADIO

Washington, D.C.
Represented by CBS Radio Spot Sales

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

What they see on
WJAC-TV

THEY BUY!

MILK
MILK
MILK

You won't find a better showcase for your product in the Johnstown-Altoona Market than WJAC-TV. Both ARB and Nielsen rate WJAC-TV the Number One station in this area. But even more significant than statistics are sales results--and happy advertisers, in every product category, attest to the selling power of WJAC-TV. Why not put your advertising on the station that turns statistics into sales!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

OPEN MIKE ®

The case for uhf

EDITOR: It was very interesting to read your lead story in the Aug. 14 BROADCASTING, "Will uhf solve tv's problems?"

I am convinced that the FCC spent a tremendous amount of time and did an extensive amount of research before the proposed rule making to deintermix eight markets. They and many other interested people are convinced that the public would be better serviced by having these mixed markets change to all-uhf markets to provide comparable and competitive outlets of local expression. Even though you are not required to give equal space, don't you think that in all fairness to the industry that the uhf performance should be given an opportunity to explain their position?—*N. L. Bentson, President, WKOW-TM-TV Madison, Wis.*

[BROADCASTING regards as newsworthy all responsible opinion in its area of coverage and certainly uhf is included. The record of issues of BROADCASTING over the years shows we have carried all shades of observations on uhf vs. vhf. Editorially we consistently have taken the position that no uhf channel ever should be turned back and that there should be a dual vhf-uhf system. Let the comments come.]

WNHC-TV explanation

EDITOR: A basic reportorial inaccuracy exists in your story re alleged non-clearance of ABC-TV's *Discovery* show by WNHC-TV (PROGRAMMING, Aug. 14). Ch. 8 . . . dislikes the inference that we were one of eight key stations to hold up this potentially new worthwhile children's programming. . . .

If you . . . wish to have additional facts . . . please feel free to call me personally. . . . —*Howard Maschmeier, General Manager, WNHC-TV New Haven, Conn.*

[Mr. Maschmeier subsequently explained to BROADCASTING by telephone that WNHC-TV did not refuse to accept the proposed ABC-TV program, but offered alternatively to carry it on a delayed basis at 7:30-8 a.m. instead of during the 5-5:30 p.m. Monday-Friday period as offered by ABC-TV. He explained that WNHC-TV already carries an "outstanding local children's program," "Admiral Jack," in the station's 5-6 p.m. schedule and that this program is important to WNHC-TV because of its appeal to local and state viewers.]

Pay tv in catv's future

EDITOR: Will appreciate five reprints of "The place of pay tv in catv's future" (THE MEDIA, June 19).—William J. *Ryan, General Manager, WNOG Naples, Fla.*

EDITOR: Would you please send us 100 reprints of "The place of pay tv in catv's future"?—*Fran Ward, Systems Management Co., Denver.*

[Since there are no plans to make reprints of this article, BROADCASTING has forwarded five tear sheets to Mr. Ryan and has given permission to Miss Ward to make reprints locally, provided that proper credits are given to the magazine.]

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VICE PRESIDENT .... MAURY LONG
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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Sol Taishoff

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Toronto: 11 Burton Road, Zone 10, Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

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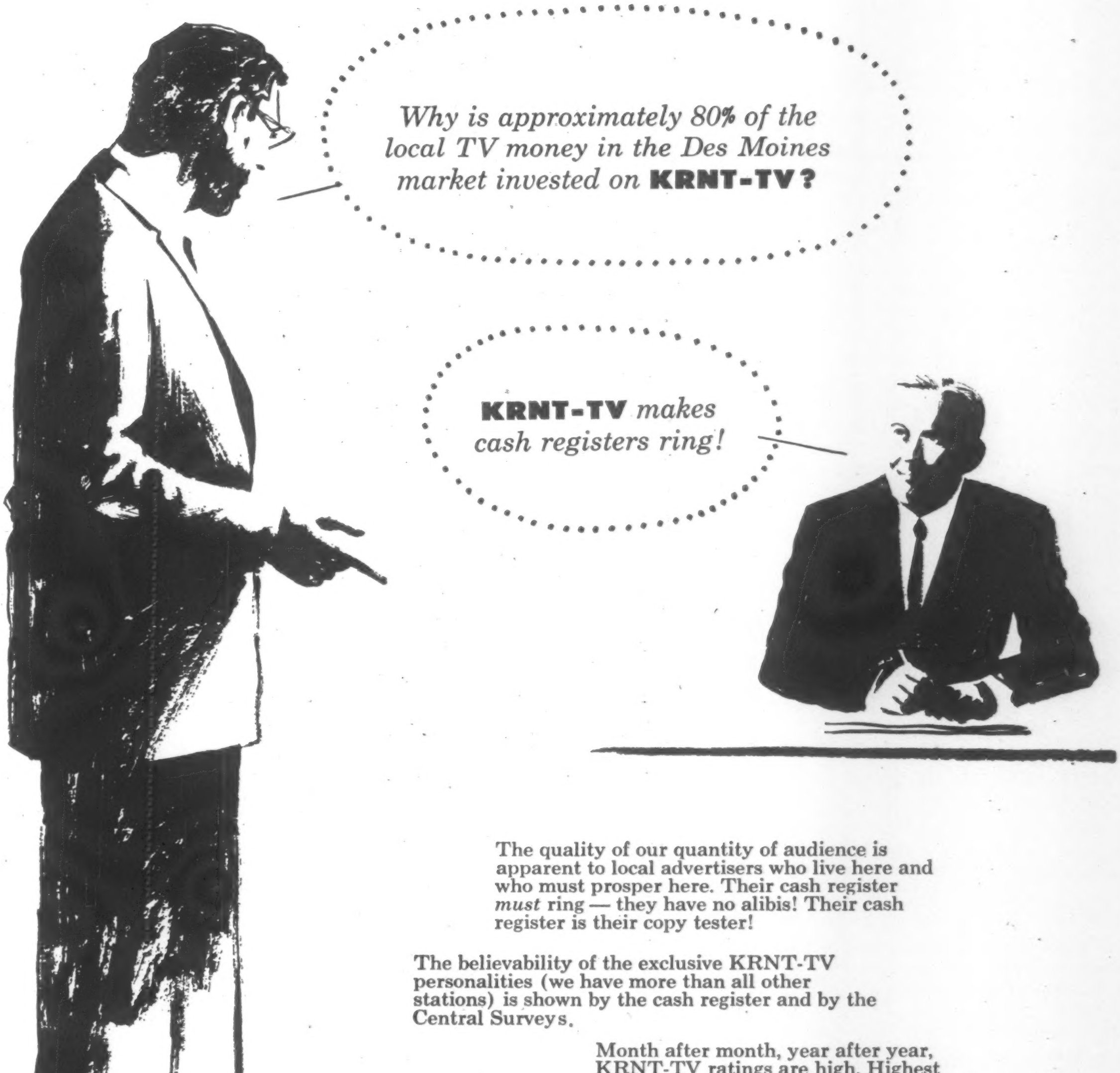

Why is approximately 80% of the local TV money in the Des Moines market invested on **KRNT-TV?**
KRNT-TV makes cash registers ring!

The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register *must* ring — they have no alibis! Their cash register is their copy tester!

The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.

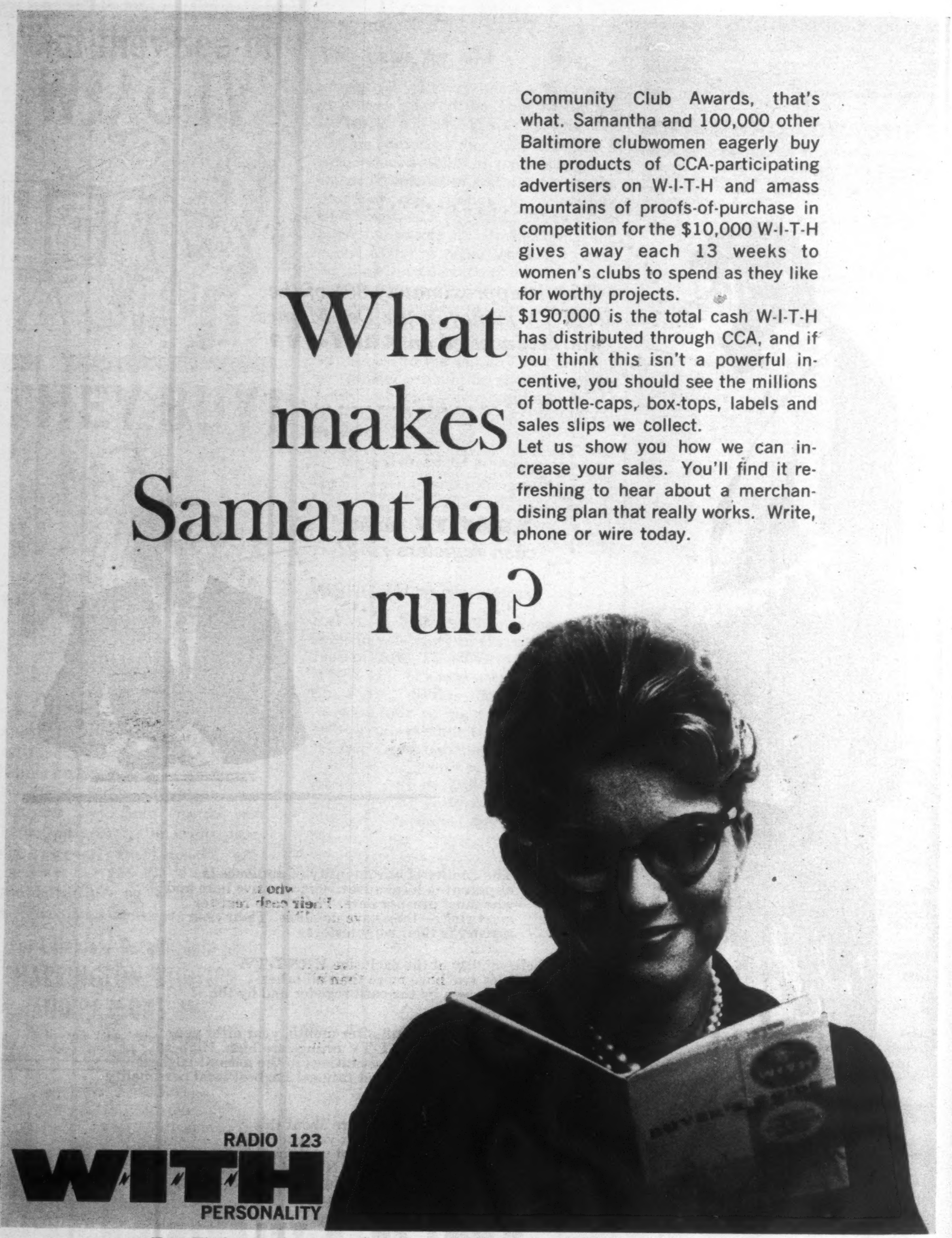
Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!

If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on . . .

KRNT ch. 8 TELEVISION

DES MOINES, IOWA

An Operation of Cowles Magazines and Broadcasting, Inc.
. . . and represented by The Katz Agency, Inc.



What makes Samantha run?

Community Club Awards, that's what. Samantha and 100,000 other Baltimore clubwomen eagerly buy the products of CCA-participating advertisers on W-I-T-H and amass mountains of proofs-of-purchase in competition for the $10,000 W-I-T-H gives away each 13 weeks to women's clubs to spend as they like for worthy projects.

$190,000 is the total cash W-I-T-H has distributed through CCA, and if you think this isn't a powerful incentive, you should see the millions of bottle-caps, box-tops, labels and sales slips we collect.

Let us show you how we can increase your sales. You'll find it refreshing to hear about a merchandising plan that really works. Write, phone or wire today.

RADIO 123
WITH
PERSONALITY

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington and Philadelphia; ADAM YOUNG in Boston, Detroit, Chicago, St. Louis, San Francisco, Los Angeles, Minneapolis, Milwaukee, Cincinnati, Cleveland, Pittsburgh and Seattle; JAMES S. AYERS in the South and Southwest.

RADIO BALTIMORE

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
August 21, 1961, Vol. 61, No. 8

NETWORK SPOT $3,800,000 WEEKLY

▪ 1961-62 season sees minute billings at all-time high
▪ Participations become dominant pattern in nighttime shows
▪ 25 to 75 percent of prime time will be taken by spot buys

The minute participation in nighttime network shows will make its greatest impact in the 1961-62 season. It's conservatively estimated that the amount of time devoted to "minutes" each week in regular series next fall on all three networks represents approximately $3.8 million in gross billings (at the one-time rate).

These "minute men" advertisers are becoming more solidly entrenched than ever before in prime time periods, the estimated weekly gross billing above covering only the nighttime network schedule. (Daytime participation sales also are prevalent.)

Once the experimental form of NBC's so-called "magazine concept" as employed in the early 1950's with the *Today*, *Home* and *Tonight* participating programs, the minute sale in prime time has become acceptable to both the blue chips (Procter & Gamble, General Foods, Brown & Williamson among them) and the smaller advertiser.

Dominant Pattern ▪ It's effects are spreading in nighttime. A study by BROADCASTING last week shows minute selling in prime time, which started in 1957, is evolving into the dominant pattern at both NBC-TV and ABC-TV, while CBS-TV is moving more slowly along the same path. This fall, minute buys will account for approximately 75% of prime time program availabilities on ABC-TV; 55% on NBC-TV and 25% on CBS-TV. The increases are substantial for each of the networks over last year, with comparable figures for 1960-61 estimated at 70% for ABC-TV; 45% for NBC-TV and 15% for CBS-TV.

Probable Sell-out ▪ Though networks are confident that minute buys will be sold out by the time the fall season begins, the precise amount of dollars that "minutes" will bring in over the season is indeterminable. Such buys on network shows are for varied periods—for 13 weeks, 26 weeks, 37 weeks or 52 weeks. At the end of each cycle, programs may revert to a weekly or alternate-week sponsorship, so that a full-year projection is not practicable. But whatever the contract length, minute purchases appear to the networks as the immediate answer for problems emerging out of shifting economic conditions and changing program formats.

A Schism ▪ The trend toward minutes, however, also is widening the schism between sellers of so-called "true" spot tv and network "spot carriers." Station representatives contend that so-called "minute selling" of programs leads, in effect, to "distress selling," which, in turn, brings in reduced amounts of compensation to affiliates and contributes to a downgrading of the tv medium. Representatives acknowledge that minute selling on prime network programs tend to cut into spot tv revenue, but insist that the "deleterious effect" this practice is exerting on the medium constitutes their primary objection.

The reasons for the growth of minute selling, as outlined by network sales officials, are the following:

- Costs of network tv programs have risen sharply over the past four or five years and fewer sponsors can meet the expense of weekly or even alternate-week sponsorship.
- Minute participations in programs provide sponsors with "reach," and they have learned over the years that it's possible to obtain broader circulation through investment in a wide range of programs.
- With the emerging inter-network competition, there's a greater degree of safety for the advertiser in spreading an investment over a group of programs; it's an accepted fact of television life that a substantial number of programs

50 years ago Mr. Terrell was the entire FCC

It all started 50 years ago when William D. Terrell Sr. was appointed the country's first wireless inspector —a move that led eventually into the establishment of the FCC in 1934, and the appointment of Newton N. Minow as chairman in 1961.

Mr. Terrell, hale and alert, celebrated his 90th birthday on Aug. 10 and last week reminisced about his days as the government's first G-man for radio. The Florida-born telegraph messenger was appointed the first inspector of radio stations July 1, 1911 in the administration of William Howard Taft. This was after the government passed the 1910 radio act requiring U. S. passenger ships to install and operate radiotelegraph stations. He continued in this field with the Dept. of Commerce until the organization of the FCC in 1934, when he moved over to become chief of the group now known as the Field Engineering & Monitoring Division. Mr. Terrell retired in 1943. He has four grandchildren and two great-grandchildren and lives with Mrs. Terrell in a small cottage in Arlington, Va., next to the "big" house they bought in 1915.

"I was an expert right from the beginning," he said recalling his early work in radio, "because we knew next to nothing and nobody else did, either."

will become fatalities despite the most optimistic expectations.

- The popularity of hour-long programs has contributed to the practice of buying participations, because few advertisers could sustain the cost of underwriting such an extended time period each week or on alternate weeks (ABC-TV and NBC-TV each has 12 hour-long programs sold on the minute formula).
- A minute participation can be more economical for the advertiser than a comparable national spot tv buy, particularly if the advertiser can purchase a program that conforms largely to his distribution pattern.
- The sizable number of programs that reach late summer without being fully sponsored appears to be increasing, so that networks are more amenable to offering parts of programs on a minute basis. A striking example of this practice was the ability of Mobil Oil to buy participations only last week on 21 programs (8 on CBS-TV and 14 on ABC-TV) for next season (see story page 25).

Thomas H. Dawson, vice president, network sales, CBS-TV, in an interview last week stressed the trend toward minute buying does not sound the death knell to program sponsors. He pointed out that advertisers who require prestige and identification with programs will still keep their franchises alive with program sponsorship.

From the network point of view, he observed, there are advantages and disadvantages to selling minutes.

He said there is less loss to a network when a minute advertiser drops out, and the method permits a program to go on the air sponsored in full or with a substantial part sold. The other side of the coin, he said, is that minute buys are often short-termers and sometimes more difficult to clear. Mr. Dawson believes a combination of program and minute purchases is the "best approach" for many advertisers.

NBC-TV's Views ▪ Thomas B. McFadden, vice president, National Sales, NBC-TV, echoed the view of other network sales executives when he said: "I'm sure we would all prefer to sell programs on a straight sponsorship, rather than on a minute basis. This type of selling creates an horrendous problem in paper work. After all a contract for a minute advertiser takes as long to write and to service as one for a full-program sponsor. But like it or not, this is the way our business is heading these days."

Mr. Dawson at CBS-TV also indicated it was difficult to trace the history of the minute buys with precision but mentioned that as long as five years ago, the rising costs of the television medium led to the development of what he called the "true third" sponsorship (two minutes to a single advertiser on each half-hour show), and the "alternate thirds." A logical off-shoot of these sales stratagems, he believes, was the minute participation.

At ABC-TV ▪ Edgar J. Scherick, vice president in charge of network sales, ABC-TV, expressed the belief there are trend cycles in buying as well as in programming shows. It is Mr. Scherick's view that with the expected rise in live programming for 1962-63, there will be a corresponding rise in program sponsorship on a full or alternating-week basis. But he emphasized that minute buying has its place in network television, depending on the requirements of the advertisers. Noting that many of the large advertisers still utilize a combination of program and minute sponsorship (he cited Whitehall Pharmacal and Brown & Williamson on ABC-TV), but added: "For advertisers new to television and for those who have used the medium sparingly, the minute participation is a test for tv. And I feel that, on the whole, television has come off well in satisfying these advertisers."

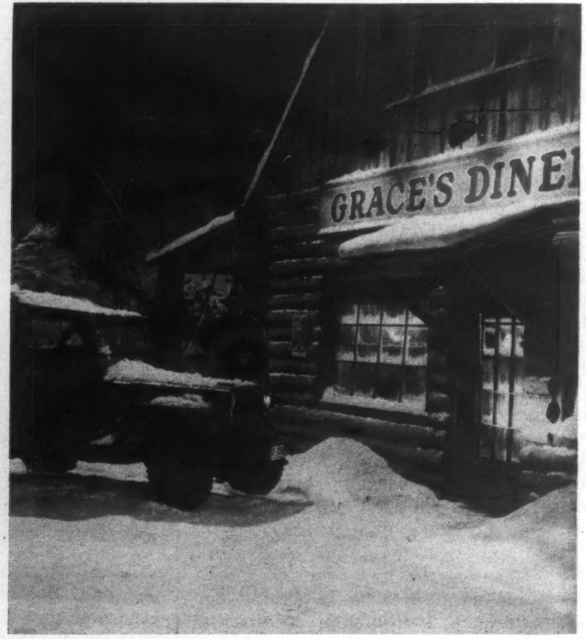
Among advantages of the minute buys to the networks themselves executives pointed to:

A greater "flexibility"—and ease—in network selling.

Stronger network control over a program. (A minute participant—usually short term—can have little say as compared to the advertiser of a full hour or half-hour or even the sponsor of an alternate week.)

Many station representatives were reluctant to express their sentiments openly on the subject of minute participations. Some objected to the use of

Quick-selling series is NBC-TV's new "Dr. Kildare" which sold out its six minutes of participation advertising early this summer.



ABC-TV's "Bus Stop" is one of the new one-hour series that is moving along rapidly with the sale of minute participations.

Network spot wins $3.2 million of Mobil's advertising budget

The current appeal of the network's minute "spot" participations (see adjacent story) has attracted approximately $3.2 million of Mobil Oil Co.'s $12 million in annual advertising billings.

The oil company only last month officially became a client of Ted Bates & Co., an agency that is a prime mover in the recent trend towards advertiser sponsorship of program "minutes."

Last week, Mobil Oil, which is a division of the Socony Mobil Oil Co. and the fourth largest petroleum company in the nation, bought a heavy schedule of participating minutes on a total of 21 ABC and CBS tv shows. While most are regular weekly series, one of the buys includes minutes in 10 of the 17 American Football League game telecasts scheduled for the fall on ABC-TV.

Buying 69 Minutes ▪ It's estimated the oil company will spend $3.2 million in its minute sponsorships—$1.6 million on each network—for a total of 69 minutes spread over eight shows on CBS-TV, and a still-being-negotiated number of minutes on 13 ABC-TV programs. All of the CBS shows and 11 of the ABC shows are in prime time.

The network participations are part of Mobil's new multi-million dollar advertising campaign scheduled to get underway by early fall. Besides network sponsorship the campaign will include a concentrated schedule of full page newspaper ads in major markets across the country. They will be geared, as well as the tv commercials, to a new copy theme still to be announced (but not related to the Mobil gasoline economy run, which it sponsors annually).

The coming advertising campaign will mark Ted Bates' first efforts on behalf of Mobil Oil since officially taking over the account from Compton Advertising on July 1. Mobil announced the split with Compton in March (BROADCASTING, March 6) after an 18-year association with the agency. At the time, Compton claimed that Mobil's commissionable billings in 1960 amounted to only $7 million and not the $12 million figure given out by the oil company. Last year the advertiser spent about $2.8 million in radio and tv spot, and was not involved in network participations.

Male Viewers ▪ All of Mobil's network buys for the fall season are aimed at attracting the adult male viewer. On CBS-TV some of the participations are on alternate-week schedules, and all are effective the week of Sept. 25. They include *Frontier Circus* (Thurs., 7:30-8:30 p.m.); *Pete and Gladys* (Mon., 8-8:30 p.m.); *Ichabod and Me* (Tues., 9-9:30 p.m.); *Checkmate* (Wed., 8:30-9:30 p.m.); *The Twilight Zone* (Fri., 10-10:30 p.m.); and *The Investigators* (Thurs., 9-10 p.m.).

Mobil participations on ABC-TV start the last week in September and continue for 13 weeks through the end of the year. They include, besides the 10 AFL telecasts, *Target: The Corrupters* (Fri., 10-11 p.m.); *The Hathaways* (Fri., 8-8:30 p.m.); *Straightaway* (Fri., 7:30-8 p.m.); *Cheyenne* (Mon., 7:30-8:30 p.m.); *Naked City* (Wed., 10-11 p.m.); *New Breed* (Tues., 9-10 p.m.); *Ben Casey* (Mon., 10-11 p.m.); *Bus Stop* (Sun., 9-10 p.m.); *Roaring 20's* (Sat., 7:30-8:30 p.m.); *Ozzie and Harriet* (Thurs., 7:30-8 p.m.); *Adventures in Paradise* (Sun., 10-11 p.m.); and the new *ABC Evening Report* (Mon.-Fri., 6-6:15 p.m.).

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the term "network spot carrier" because this connotes, they claimed, that networks are selling spot. The objections of representatives can be summed up this way: They believe that minute buys often are sold more cheaply than their rate cards prescribe (one source claimed that one network sold a minute for as low as $9,500, although rate cards generally prescribe a range of $23,000 to $49,000 per minute—time and talent net and commissionable. They contend that in selling programs cheaply, the networks absorb part of the production costs to get the programs on the air. They insist the result is that affiliates are "short-changed" and the whole medium as a natural consequence earns a dubious "bargain-basement" reputation.

Hurt By Minutes ▪ Many representatives agree that they are "hurt" by network minute sales, particularly at the beginning of the fall season, but contend that the values of spot—its flexibility, its economy and its weight of impressions—become more impressive to the knowledgeable advertiser as time progresses. They acknowledge that network minute buys are harmful (to "true spot" revenue) particularly to stations in markets below the top 50, in which the network programs may have had circulation and in which the advertiser may not invest because of budgetary limitations.

G. Richard Swift, president of the Tv Division of The Bolling Co., called the network's practice of selling minutes "an infringement into spot tv." He asserted that networks have "obviously failed to sell their product on its own merits and are attempting to encroach upon spot to fill their coffers, at the expense of affiliates."

Mr. Swift stated that the experience of several large advertisers in recent years demonstrates the "impracticability" of network minute buys. He cited an unidentified candy manufacturer and an electric manufacturer as having switched from spot tv to network participations, and claimed the results were "disastrous."

"The principle of 'spot' cannot be applied to 'network' for the same reason basketball is not played by football rules," Mr. Swift declared. "It was a good idea—but failed for these accounts and more than likely will fail again."

Scott Donahue, vice president, tv sales, The Katz Agency, claimed it is the advertisers—and not the networks—who are "in the driver's seat in providing network participations." He said advertisers forced the networks' hand, and insisted "his eggs be taken out of one expensive network program basket." Mr. Donahue contended the offering of network participations is "an admission" by the network that they "no longer can compete with spot with the argument that 'network program identification' offsets the values of economy, flexibility and weight of impressions that are built into the spot medium."

Mr. Donahue claimed that the strength of spot is its ability to provide flexibility and number of impressions economically. He insisted that the "less expensive form of network purchase" is only a partial answer; the next logical step for advertisers is to allocate a major portion of their budgets to pinpointed schedules in spot tv, a strategy that takes advantage of the benefits accruing from this medium.

"Thus, at The Katz Agency, we feel the networks, in trying desperately to offer advertisers an alternative to spot, are really doing an educational job for the spot medium," Mr. Donahue said.

A spokesman for Blair Tv voiced similar sentiments on an advertiser's learning the value of spot tv as compared with a network participation through initial use of the latter. He said he is convinced that many advertisers will learn that they can buy a selected group of 50 stations throughout the country for a cost that will be more

Over 200 participating minutes each week

The rule of thumb in minute accommodations in programs being sold on a participating basis on any one of the networks generally is six in the full hour show and three in the half-hour. In several cases the networks have thrown open to advertisers minutes in the alternate week of half-hour programs which have an alternate week sponsor. (Example: in *Straightaway* on ABC-TV, Autolite purchased an alternate week, leaving the program half-sold. The other half [or alternate week] is then offered to advertisers on the basis of three participations, or one and a half minutes if calculated on a weekly basis.)

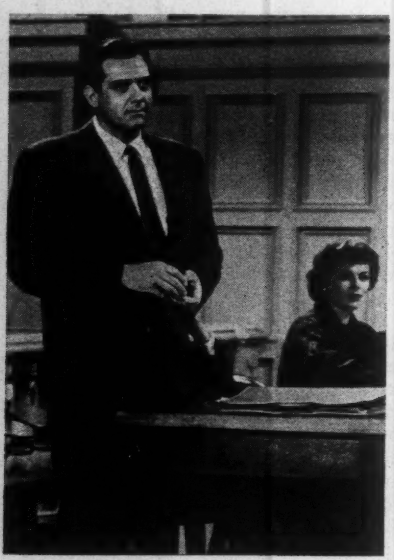
Approximate totals of minutes being sold to advertisers in the networks' 1961-62 season schedule and the shows in which about 206 one-minute participations will appear:

ABC-TV ▪ Has a total of some 91½ weekly one-minute participations in the coming season. They are in the hour-long *Bus Stop, Adventures in Paradise, Cheyenne, Surfside Six, Ben Casey, New Breed, Steve Allen Show, Hawaiian Eye, Naked City, The Untouchables, 77 Sunset Strip, Target: The Corruptors,* and *The Roaring 20's.* The half-hour programs in which they appear: *Bugs Bunny, Ozzie & Harriet, Hathaways* and *Leave It To Beaver.* The half-hour *Straightaway* has participations in the alternate week.

CBS-TV ▪ Has a total of about 40 one-minute participations in the new fall season. They appear in these hour-long programs: *Checkmate* (alternate half of the show), *Frontier Circus, Investigators, CBS Reports, Rawhide,* and *Perry Mason.* Half-hour shows: alternate weeks of *Pete & Gladys, Twilight Zone* and *Ichabod and Me;* three minutes per week in one out of four telecasts of *Eyewitness to History;* full three minutes of *I've Got a Secret,* and *Father Knows Best.*

NBC-TV ▪ Has a total of approximately 75 one-minute participations in the fall season. The hour-long shows: *87th Precinct, Thriller, Laramie, Dick Powell Show, Cain's Hundred, Outlaws, Dr. Kildare, International Showtime, Captain of Detectives, Tales of Wells Fargo.* A two-hour program sold in minutes: *Saturday Night at the Movies* (12 participations weekly). The half-hour *National Velvet* and *Tall Man* have participations in the alternate week.

economical than a network participation, and produce results that will be highly satisfactory. He indicated that the "waste" circulation of a network participation will not be lost for long upon astute advertisers.



CBS-TV's "Perry Mason" is hailed as the "most expensive" of hour-long shows on which minutes are sold and may be the grand daddy of such programs since minutes were first sold on it in 1957. Though show is beginning its fifth season as minute carrier, CBS-TV has moved more slowly than other networks in selling prime time participations, with only 25% of its nighttime schedule offered in this manner as compared to 75% for ABC-TV and 55% for NBC-TV.

NBC-TV movies sold out

NBC-TV reported last week its *Saturday Night at the Movies,* which debuts Sept. 23 (9 p.m.-Concl., EDT), is now sold out for the first quarter, with a total of 11 advertisers buying 12 minute participations. The 1961-62 season program represents a block of at least two hours of prime time sold as a "spot carrier."

Portions of the show have been picked up by Union Carbide consumer products, R. J. Reynolds, and Thomas Leeming (all Esty); Noxzema, Bulova, and Block Drug (all SSC&B); Maybelline (Post & Morr); Lanolin-Plus (Daniel & Charles); Helene Curtis (Ed Weiss); Chemstrand Corp. (DDB), and Beech-Nut Life Savers (Y&R).

Business briefly...

Nichols Industries (manufacturers of top cap pistols and guns), Jacksonville, Tex., has announced a 13-week spot campaign this fall in 25 U. S. markets through Aubrey Williams Adv., New Orleans. The commercials are being produced by Keitz & Herndon, Dallas, at Six Flags Over Texas, a Disneyland-type entertainment center which opened earlier this month on the Dallas-Ft. Worth turnpike.

Beatrice Foods Co., Chicago, will sponsor ABC-TV's new *Magic Ranch,* starting Sat., Sept. 30 (11:30-12 noon EDT). The program is devoted to hocus-pocus, sleight of hand and other magical diverions. Agency: Erwin Wasey, Ruthrauff & Ryan, N. Y.

Procter & Gamble Co., Cincinnati, has signed to sponsor the Academy of Motion Picture Arts & Sciences' annual "Oscar" awards show for the second consecutive year on ABC-TV. Agency: Grey Adv., N. Y.

Purex Corp., Southgate, Calif., is increasing network tv spending this next year and will sponsor eight evening specials, as many daytime specials for women and increased quarter-hour participations on regular daytime shows, all on NBC-TV. Purex scored high in past year with Irving Gitlin series of six specials on women's problems. Planned for evening shows is Don Hyatt series on *The World Of* such personalities as Bob Hope, Billy Graham and others. Agency: Edward H. Weiss & Co., Chicago.

American Bakeries Co., Chicago, will turn to tv this fall for its cake division and use about 38 children's programs in 24 markets. Firm has been using radio spots through the summer for Taystee bread. Agency: Young & Rubicam, Chicago.

Elgin National Watch Co., Elgin, Ill., will sponsor three special NBC News public affairs programs on NBC-TV between Nov. 28 and Dec. 15. With the Elgin order, NBC News' schedule of specials for 1961-62 is more than half sold. Agency: McCann-Marschalk Co., N. Y.

Rep appointments...

- WMNI Columbus, Ohio: Ohio Stations Representatives, Columbus, as state representative.

- WACO Waco, Tex.: Robert E. Eastman & Co., New York, effective Sept. 1.

CAROLINA
LANCASTER
CHESTERFIELD
MARLBORO
CHESTER
DARLINGTON
MARION
FAIRFIELD
KERSHAW
LEE
FLORENCE
NEWBERRY
RICHLAND
SUMTER
WILLIAMSBURG
GREENWOOD
SALUDA
LEXINGTON
CALHOUN
CLARENDON
McCORMICK
EDGEFIELD
AIKEN
ORANGEBURG
BERKELEY
DORCHESTER
BAMBERG
BARNWELL
ALLENDALE
COLLETON
HAMPTON
TH CAROLINA

PLUM: Almost as precisely as with a builder's plumb bob, Columbia is centered geographically in South Carolina. Hub of the state, it's the center to which all eyes (like all roads) turn. And people! Total of 257,961 in the 1960 Census, making it the state's largest metropolitan area, and second only to Charlotte in *both* Carolinas, and still building. □ Add WIS-television, with its 78.7% share of the home market audience, according to Nielsen . . . add WIS-television's central 1526-foot tower that delivers (in this strategic central location) more of the state than any other station can reach . . . and you come out with a real PLUM of a buy. □ South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina

Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**

G. Richard Shafto, *Executive Vice President*

BCS

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

List of central billing service grows

THE LATEST TO FORM: BROADCAST CLEARING HOUSE INC.

A new central billing service—Broadcast Billing Co.—was formed in New York last week as a wholly-owned subsidiary of Standard Rate & Data Service Inc. (Closed Circuit, Aug. 14).

The anouncement of the new company, which proposes to simplify and expedite paper work in spot tv buying, came two weeks after the set-up of Broadcast Clearing House Inc., which has been formed for a similar purpose (Broadcasting, Aug. 7).

An indication that the field of central billing in the buying and selling of broadcast time—previously a vacuum—is rapidly filling is the expected formation of still another service by former Remington-Rand systems experts and an existing company.

Broadcast Billing Co. is headed by Albert W. Moss, SRDS vice president, as BBC's president; George W. Schiele, former sales vice president of Broadcast Advertisers Reports Inc., New York, who becomes sales vice president of the new firm; Richard I. Golden, previously supervisor of automated operations for the Triangle Stations, who becomes operations vice president, and SRDS President C. Laury Botthof, who also will represent SRDS' interest in the subsidiary as board chairman.

Dry Run First ▪ Letters introducing the service to stations and agencies are slated to be sent out this week, and presentations will be made. Before Jan. 1, 1962, the general "target" date for the start of the billing company's service, the firm expects to set up a "dry run" billing operation which is described as a "control period." The firm's birth was made official Aug. 14 in a meeting at SRDS in New York.

The new company, with offices at 432 Park Ave. South, in New York, plans to open operations in Chicago, and later in San Francisco and Los Angeles as the business justifies their openings.

At the outset, the paper jungle in tv will be the first area to come under servicing. Radio will be worked out at a later date. As explained last week, tv is the larger volume of business with "most dollars at stake" and more applicable for control because of the fewer stations and major agencies involved compared to the thousands of radio stations and wide spread of agencies handling radio.

Warning sponsor

Sponsorship of Florida Defense Network test weather broadcasts was announced last week by Lee Ruwitch, president of the Florida Assn. of Broadcasters and general manager of WTVJ (TV) Miami.

Mr. Ruwitch said he believed this was the first time broadcasts of a state defense network have ever been sponsored. Permission for such sponsorships was granted by the FCC last year, but too late for any commercial tie ins.

The sponsor, D. W. Onan & Sons, manufactures electric generator sets for emergency use. The five-minute broadcasts will be heard daily during the hurricane season.

It was noted that the company is preparing a rate structure that most likely will be based on volume.

Background ▪ Mr. Schiele, who was instrumental at BAR in developing a tv audit system now used by several major agencies, was associated with WPBN-TV Traverse City, Mich., and later served in a publicity capacity for the WFIL stations in Philadelphia.

Mr. Golden, who joined WFIL-TV Philadelphia in 1953, developed a centralized traffic and billing system for 13 stations in the Triangle group (excluding one west coast operation—KFRE Fresno). The Broadcast Billing Co. system will use existing order and billing forms and will be patterned to some extent after that developed by Mr. Golden at Triangle.

As seen by the principals of the new company the basic philosophy for a central billing service is founded on the problem that buyer and seller have no access to each other's orders. The task of matching one order against another has developed what Mr. Schiele calls "the war of paper work" (duplication, misunderstanding, etc). The system will permit a daily check of performance and order.

How It Works ▪ Though the type of service performed will vary from client to client, it's noted, for example, that client station invoices will be prepared and submitted to both cooperating and non-cooperating agencies, and that matching and verification of invoices for client agencies will be performed from both cooperating and non-cooperating stations.

The data processing equipment will be fed all information pertinent to confirmed purchases of tv advertising with daily advance memoranda forwarded to stations as a control in preparing operations logs. Daily match lists will confirm successful performance of ordered

The principals in the new Broadcast Billing Co. formally organized the firm on Aug. 14. At the session (l to r): George W. Schiele, vice president, sales; C. Laury Botthof, chairman of the board of the subsidiary and president of the parent SRDS, and Richard I. Golden, vice president, operations.

Flint–Bay City–Saginaw moves into the top 40 (in actual TV homes delivered)

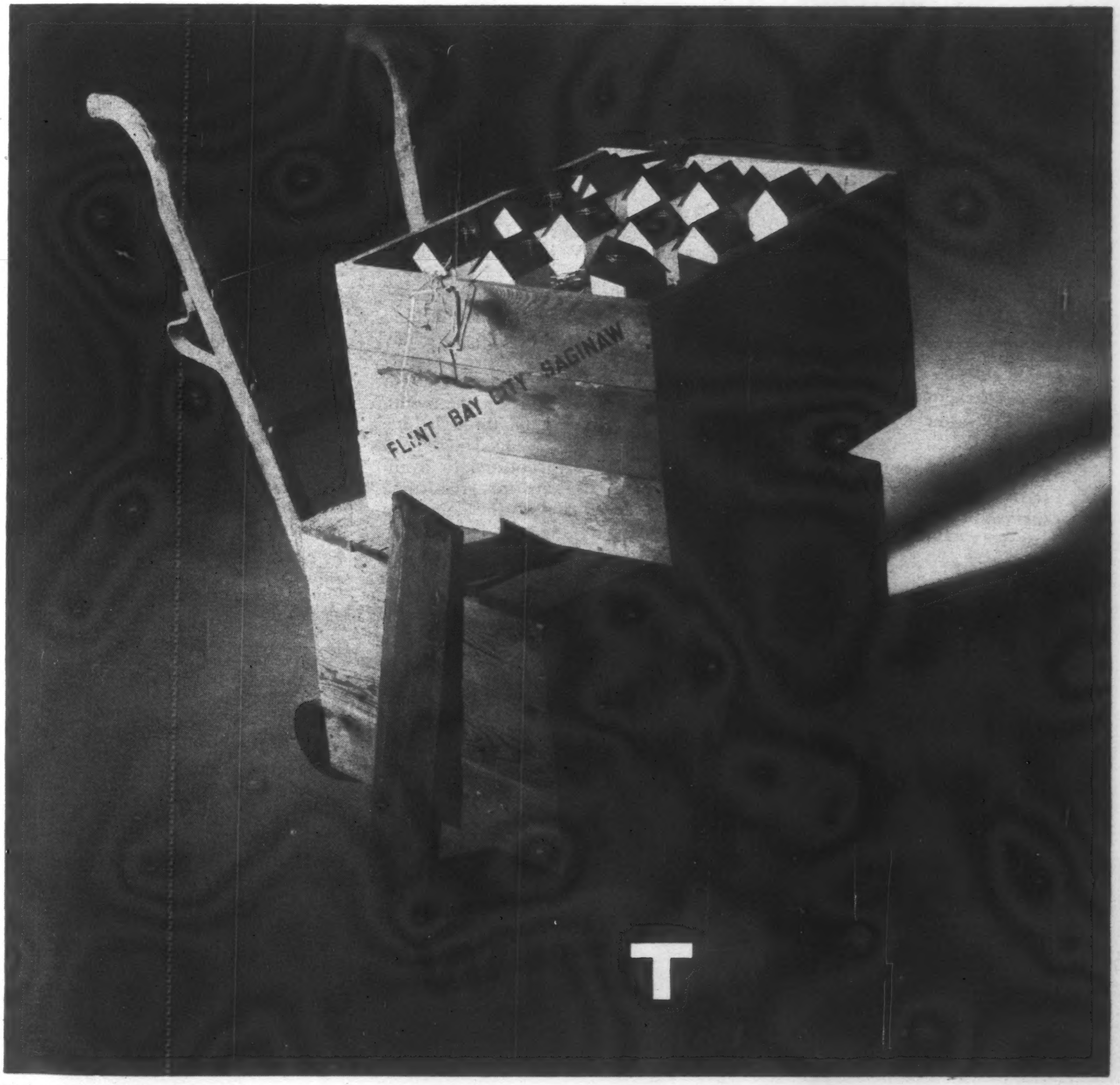
New market? Not really. Only in the sense that when Flint and Bay City-Saginaw (two long-established TV markets) were combined, they formed one large Eastern Michigan market. And this moved the market up among the nation's top 40.* It's now in the same neighborhood as Providence, Charlotte and Denver.

It's top 40 in terms of actual homes delivered, too: people watching television, not just set owners.

And it's so easy for you to reach them. For nearly all the viewers in these three heavily populated cities get their television from within the market area—on stations, such as WJRT, which have City-Grade service to all three.

If you'd like more information on the big move, the big market and how big we are in it, just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)



memo to:

Art Topal

WILS

DOMINATES THE
LANSING
MARKET

9 OUT OF THE TOP 10 NATIONAL SPOT RADIO ADVERTISERS USE WILS

- Ford Motor Co.
- R. J. Reynolds Tobacco Co.
- Chrysler Corp.
- General Motors Corporation
- Anheuser Busch, Inc.
- Liggett & Meyers Tobacco Co.
- American Tobacco Co.
- Joseph Schlitz Brewing Co.
- Sinclair Refining Co.

35 OUT OF THE TOP 50 NATIONAL SPOT RADIO ADVERTISERS* WITH DISTRIBUTION IN THE WILS MARKET USE WILS RADIO

*Radio Advertising Bureau - 1959

112

RADIO
WILS
LANSING
1320

24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS

represented exclusively by
Venard, Rintoul and McConnell

announcements with discrepancies prepared for agency-station renegotiation. Monthly invoices will be made from the record of performed announcements at proper rates and reflecting all discounts and credits, and including necessary data of multi-agency advertisers.

Tighter operations for broadcasters with opportunity for recovery of announcements by rescheduling within current ad campaigns, faster collection of receivables, internal cost savings, etc., are seen. Agencies obtain a "pre-reconciled, verified detailed invoice payable with no additional clerical work," it's explained, while still other costly chores and paper work now necessary at agencies also would be alleviated.

$50,000 please

Good commercials don't come easy and they don't come cheap. Stan Freberg, whose Freberg Ltd. has won prizes and plaudits for its successful broadcast campaigns for Chun King chow mein and Butter Nut coffee, revealed last week that the basic fee for the firm's consulting and creative service is $50,000. Production costs are extra, he said.

Currently in preparation at Freberg Ltd. are commercials for Chun King, *Tv Guide*, Cheerios, Nytol and Salada tea.

NETWORK BILLINGS UP 8.2%

First-half shows ABC up 23%; CBS down 3.9%; NBC up 12%

NBC-TV's 12.6% gain in gross time billings for the first six months of 1961 boosted the network more than $3 million ahead of its closest rival, CBS-TV, for the period. The three-network total of $363,869,472 was 8.2% ahead of last year's first-half total of $336,294,077.

NBC-TV's billings also topped CBS-TV and ABC-TV in each month of 1961.

This the first time in some seven years that CBS-TV has fallen behind NBC-TV in gross time billings for any length of time. NBC-TV moved slightly ahead of CBS-TV in October, 1960, and stayed there, except for one month (December of that year), through June of this year. CBS-TV edged past rival NBC-TV in 1953, according to available estimates of network gross time billings (computed at the one-time rate).

January-through-June billings totals were: NBC-TV, $136,293,905; CBS-TV, $132,939,527, and ABC-TV, $94,636,040. ABC-TV was up 23% from its first-half total last year of $76,950,570. CBS-TV declined 3.9%, from $132,939,527; and NBC-TV went up from $120,992,398.

The three tv networks had gross time billings of $59,894,527 in June 1961, an increase of 13.1% over 1960 when billings were $52,970,855.

June network tv billings, as compiled by Leading National Advertisers-Broadcast Advertisers Reports and released by Television Bureau of Advertising, were: ABC-TV, $15,233,000; CBS-TV $21,787,201, and NBC-TV $22,874,326.

Nighttime gross time billings for the three networks are up 2.8% from the first half of 1960, $242,621,764 as opposed to $235,953,120. Daytime billings rose 20.8% over the six-month period a year ago, $121,247,708 as against $100,340,957.

Source: TvB/LNA-BAR

	June			January-June		
	1960	1961	Change	1960	1961	Change
ABC-TV	$11,948,700	$15,233,000	+27.5%	$ 76,950,570	$ 94,636,040	+23.0%
CBS-TV	22,062,832	21,787,201	— 1.3	138,351,109	132,939,527	— 3.9
NBC-TV ..	18,959,323	22,874,326	+20.6	120,992,398	136,293,905	+12.6
Total	$52,970,855	$59,894,527	+13.1%	$336,294,077	$363,869,472	+ 8.2%

Month by month 1961

	ABC	CBS	NBC	Total
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63.614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,170	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,874,326	59,894,527

By day parts

	June			January-June		
	1960	1961	Change	1960	1961	Change
Daytime	$15,844,295	$19,545,824	+23.4%	$100.340,957	$121,247,708	+20.8%
Mon.-Fri.	13,644,364	16,967,590	+24.4	82,841,803	102,034,395	+23.2
Sat.-Sun.	2,199,931	2,578,234	+17.2	17,499,154	19,213,313	+ 9.8
Nighttime	37,126,560	40,348,703	+ 8.7	235,953,120	242,621,764	+ 2.8
Total	$52,970,855	$59,894,527	+13.1%	$336,294,077	$363,869,472	+ 8.2%

This Fall in Birmingham

19 OF THE TOP 20 SHOWS* WILL BE ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

- ★ GUNSMOKE
- ★ ANDY GRIFFITH
- ★ DANNY THOMAS
- ★ GARRY MOORE
- ★ HAVE GUN WILL TRAVEL
- ★ G. E. THEATER
- ★ CHECKMATE
- ★ RED SKELTON
- ★ CANDID CAMERA
- ★ I'VE GOT A SECRET
- ★ RAWHIDE
- ★ JACK BENNY
- ★ BONANZA
- ★ DUPONT SHOW
- ★ DENNIS THE MENACE
- ★ TO TELL THE TRUTH
- ★ (SYNDICATED)
- ★ DOBIE GILLIS
- ★ ED SULLIVAN
- ★ WAGON TRAIN

*ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

WAPI-TV

Channel 13
Birmingham, Ala

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.

ARBITRON RATINGS EXPAND

New overnight national sample with 1,000 homes to replace present seven market ratings

The American Research Bureau will expand its multi-city Arbitron Instantaneous Audience Measurement System to a full national service, starting Sept. 24 (CLOSED CIRCUIT, July 24).

ARB announced last week that on that date, Arbitron will provide overnight national ratings and audience size information for network programs from 7:30-11 p.m. for 26 consecutive weeks, ending March 24, 1962. In addition, seven weeks of daytime network ratings will be supplied. The schedule for national Arbitron after March 24 has not been completed.

The national reports will be supplied to subscribers on the day following the telecasts. Each report will consist of rating data by half-hour segments, showing program title, network identity, total number of homes reached, share of audience and sets in use. It will also show coverage factors for each network program.

Data for the national Arbitron will be secured by sampling points throughout the country. The sample will average 1,000 homes per half hour. Initially, a large percentage of sampling areas will be reported electronically by Arbitron meters and others will be covered by the telephone coincidental methods. ARB said that the ultimate objective is a complete electronic overnight national service using about 1,500 metered homes in sampling points throughout the country.

With the introduction of the national Arbitron, the multi-city reports will be suspended, according to James W. Seiler, director of ARB. They have been in operation for the past three years, supplying rating information on network programs from a sample of tv homes fitted with electronic meters in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington. The metered homes will now contribute to the total national sample size needed for the national Arbitron.

OB&M lands KLM

Ogilvy, Benson & Mather, one of at least four agencies seeking the more than $1.5 million KLM Royal Dutch Airlines account, has landed it.

The account, which only covers the North American division of the international carrier, was with Erwin Wasey, Ruthrauff & Ryan for the last four years. KLM is only a modest user of the broadcast media for advertising purposes. Last year the company billed some $300,000 in radio announcements, most of which were pegged for key, international travel cities, and little more than $20,000 in tv spots.

Florida citrus group considers six agencies

The Florida Citrus Commission has reduced to six agencies the number of applicants vying for its $3 million plus advertising account.

They are BBDO; Campbell-Ewald Co.; Grant Adv.; Lennen & Newell; Gardner Adv.; Benton & Bowles. The presentations will be heard on Oct. 11-12. B&B has handled the account the past six years.

J. Walter Thompson Co. originally was selected as a candidate in place of Gardner Adv., but withdrew last Thursday because of a company policy against "speculative" presentations where prospective ads and copy ideas are shown. Withdrawing for the same reasons were 25 other agencies.

Sam A. Banks, vice chairman of the 12-member commission, told agency representatives the presentations were set up "to be sure we are buying the best possible advertising representation for the citrus industry (11,000 growers strong). It is not anything against Benton & Bowles and does not mean that the commission is dissatisfied with its present agency."

Stations change mind on Colleens campaign

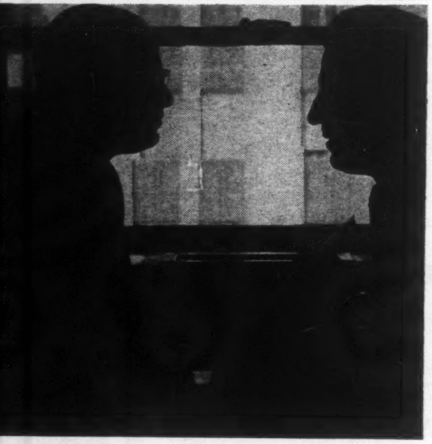
Stations which originally had accepted the placement of IDs in the Fort Worth-Dallas market for Mayfield Industries Inc. (Colleens, a new femine hygiene product) reportedly have turned down the short range test. The "campaign" was to start today (Aug. 21) for a three-day run over this week and next.

It's said the stations acted thus when informed by NAB code officials that the advertising, though not an actual violation, would appear to circumvent the intent of the code.

The NAB's apparent stand on the matter is understood to have come as a surprise to the agency (North Adv.) and to the advertiser which did not feel they had circumvented the code's intent because neither the product's name nor package appear in the tv commercials, nor is there any mention of the product and its use. The commercials point only to advertisements running concurrently in the newspapers (BROADCASTING, Aug. 14), making no reference to the product.

FACE-TO-FACE SALESMANSHIP GETS ORDERS!

National spot is a fast-moving, competitive business. You've got to be there when the buying decisions are being made. You've got to use every creative approach...every technique of forceful salesmanship...to get the order. This is sales impact. And you can't achieve it through periodic field trips, phone calls or letters.



That's why... Weed maintains 14 offices throughout the U. S.—more than any other representative firm.

That's why... Weed hires salesmen with years of solid experience **in their territories.** In most cases, our men are native to the city in which they are based.

That's why... Weed's policy of "depth selling" reaches every decision-making level up to and including the advertiser.

SEATTLE
NEW YORK
PORTLAND
CHICAGO
SAN FRAN.
DETROIT
BOSTON
LOS ANG.
ST. LOUIS
DENVER
ATLANTA
DALLAS
NEW ORLEANS
HOUSTON

Wherever a buying decision is made...

a WEED man IS THERE!

Here's how to spend your ad dollars to sell the young adult. Buy "BREAKFAST CLUB," NEWS, "FLAIR," SPORTS OR SPECIAL EVENTS on ABC RADIO. You'll sell the consumer who buys more of almost everything. Federal Reserve Board statistics show that during 1960, young adults (18-44) bought *59% of all refrigerators; 62% of all washers; 60% of all TV sets.* But whether it's phonographs or food, automobiles or aspirin, young adults buy more. If you want to reach them, your best bet is ABC Radio.

YOUNG ADULTS:
BUY MORE SMALL APPLIANCES
BUY MORE BIG APPLIANCES
BUY MORE EVERYTHING

ABC RADIO

FIRST WITH YOUNG ADULTS

Hard liquor advertising on radio-tv

PUBLICKER BUYING; NAB SAYS CODE, MEMBER STATIONS NOT TAKING

Hard liquor advertising has appeared again in radio and tv, setting up a running battle involving Publicker Industries Inc., Philadelphia distiller with subsidiaries, NAB and its radio-tv codes, and two advertising agencies—Al Paul Lefton, Philadelphia, and Ellington & Co., New York.

Publicker is placing two separate test campaigns, according to agency information. One is for Old Hickory bourbon, through the Ellington agency, a campaign that started Aug. 5 on an estimated 30 stations, including two tv stations. The other is for Philadelphia White Label whiskey, a blend of Continental Distilling Co., a Publicker subsidiary, also begun Aug. 5 in over a score of markets.

NAB radio and tv code officials have been in touch with the situation. John F. Meagher, NAB vice president for radio, and Edward H. Bronson, tv code director, said as far as they knew no code stations or NAB members were taking the business. Both voluntary codes have flat bans against hard liquor advertising.

The NAB radio code office, headed by Charles M. Stone, sent out an Aug. 14 bulletin calling attention of code members to a letter sent by Ellington, a feeler asking station reaction. NAB said, "Needless to say there has been no change in the provision of the radio code which states, 'advertising of hard liquor shall not be accepted.' "

Small Stations ▪ Al Paul Lefton has been placing the White Label account in areas where the product has heaviest distribution and where there are no state regulations against hard liquor advertising. Most of the stations are described as smaller operations.

Spots are being placed at all times of the day and night, with some in the afternoon. They vary with different markets as the agency gauges reaction to the commercials. The campaign began when inquiries met with general interest and approval, it was reported. The strongest refusal, the agency indicated, was of this type, "Sorry, we personally see nothing wrong in liquor commercials but as subscribers to the NAB code we don't feel we can accept them."

Most, perhaps all the stations on the schedule are not code subscribers, it was indicated.

A year ago Publicker had put out similar feelers but at that time met with what was described as general disapproval.

The Philadelphia White Label commercials are 30-second spots. Copy is constantly changed and tested. No effort is made to hide the nature of the product. Instead the theme would indicate it's pretty good.

Old Hickory spots are scattered around the country in areas where bourbon is a big seller or where the company figures it might take hold. This, too, is experimental and the agency hopes stations won't "chicken out" on the schedule.

After 9 p.m. ▪ The Old Hickory spots are placed after 9 p.m., according to Al Paul Lefton. Recent inquiries to stations had produced "surprisingly good" response from both radio and tv, the agency said, though most of those indicating they would accept are smaller stations. Larger stations, which the agency presumed were code subscribers, expressed approval of the spots but said it might not be in their best interest to use them.

Copy stresses "unsurpassed lightness," mellowness and age of the product. The copy line suggests listeners taste Old Hickory. Tv commercials are similar to four-color ads now appearing in newspapers. They show the product—bottle and decanter—against a pleasing background, well-dressed men and women sitting around with filled glasses. They are not shown actually drinking bourbon. The spots are 20 and 30-seconds on radio, 20 seconds and a minute on tv.

At the Distilled Spirits Institute in Washington it was emphasized DSI adopted a resolution a quarter-century ago opposing use of the airwaves by its members for advertising of hard liquor. Later this was amended to specify both radio and television. The policy has been effective, according to DSI, which knows of no breach by a member. Publicker Inc. and its subsidiaries are not DSI members.

Station Representatives Assn., New York, endorses the principles of the NAB codes, said Lawrence Webb, managing director. He indicated that most member firms would not approve code violations.

At the heart of the liquor advertising problem is the fear of broadcasters that appearance of liquor commercials might lead to congressional legislation that would ban all forms of alcoholic beverage advertising on the air, including beer and wine.

Poor Mixers ▪ Radio and liquor found they didn't mix easily back in the autumn of 1958 when the subject came up during NAB regional conferences. At that time WCRB-AM-FM Boston was carrying vodka commercials on a late-night good-music program, sponsored by Federal Liquors Ltd. The station had been carrying advertising several years for two package stores.

Theodore Jones, station operator, finally agreed to discontinue the vodka account after the late Harold E. Fellows, then NAB president, criticized stations that sold their birthright for a $20 bill.

About this time WOMT Milwaukee announced it was planning to accept hard-liquor advertising. This also created a stir on the NAB conference circuit. The excitement simmered down when the station yielded to association persuasion and the NAB code.

A survey of broadcasters attending the NAB conference at Boston during the period shows 65% approved acceptance of liquor advertising by WOMT but only 9% of those surveyed said they were accepting it.

At any rate, a perennial problem has arisen again as a liquor firm tries to gain access to the effectiveness of broadcasting.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week Aug. 10-16 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., Aug. 10	**Untouchables** (9:30 p.m.)	ABC-TV	21.7
Fri., Aug. 11	**Twilight Zone** (10 p.m.)	CBS-TV	15.5
Sat., Aug. 12	**Gunsmoke** (10 p.m.)	CBS-TV	19.1
Sun., Aug. 13	**What's My Line?** (10:30 p.m.)	CBS-TV	23.0
Mon., Aug. 14	**Barbara Stanwyck** (10 p.m.)	NBC-TV	16.2
Tue., Aug. 15	**Thriller** (9 p.m.)	NBC-TV	11.3
Wed., Aug. 16	**Naked City** (10 p.m.)	ABC-TV	17.1

Copyright 1961 American Research Bureau

YOU CAN QUOTE ME . . .

"We choose the WLW Radio and TV Stations for advertising MY-T-FINE Puddings and SWEL Frosting Mix because the WLW call letters speak for themselves as a symbol of leadership in the broadcasting industry."

Jeanette LeBrecht

Jeanette Le Brecht
Vice President, Media
Grant Advertising, Inc.,
New York

I'LL SAY THIS . . .

"Yes, the Crosley Stations offer the big three—programming, audience, promotion . . . which are all-important to an advertiser and an agency in wrapping up a SWEL time package with MY-T-FINE results!"

Marion MacDonald

Marion MacDonald
Vice President, Creative
Grant Advertising, Inc.,
New York

MY-T-FINE
PUDDING
COOK WITH MILK
Nut Chocolate Flavor

Call your WLW Stations' Representative . . . you'll be glad you did!

WLW-D Television Dayton
WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-A Television Atlanta
WLW-I Television Indianapolis
WLW Radio

Crosley Broadcasting Corporation

Tv's 'wasteland' is lack of hard-goods ads

NO COMPETITION, SO MOTOROLA PUTS MONEY INTO TV

Motorola agrees with FCC Chairman Newton Minow that television is a "vast wasteland," Edward R. Taylor, executive vice president of the Motorola consumer products division, said last week. But where Mr. Minow's wasteland is an area of tv programming, to Motorola it is in durable-goods advertising.

"Television today does not have the advertising of Frigidaire, Maytag and other producers of major household appliances and home entertainment units. There are no Norge ads on tv. Kelvinator is not represented, nor is Hotpoint, nor Hoover. True, some appliances, some radio and tv sets, are advertised on television. It is not a completely no-man's land. But the majority of durable goods advertising is going into other media," he stated.

The dearth of competition is one reason why Motorola is returning to tv this fall with its own advertising. Over $1 million, he said, over the regular budget in other media, has been allocated for sponsorship of three CBS-TV tv specials this fall. On Sept. 27, Motorola will pick up half the cost of a Jack Benny concert from Carnegie Hall, with Sara Lee Kitchens as co-sponsor. On Dec. 11, Motorola and Timex will share sponsorship of Bing Crosby's *Christmas Around the World* program. And arrangements for Motorola to sponsor *The Power and the Glory*, probably with John H. Breck Inc. (shampoos) as co-sponsor, around the first of November, are virtually complete.

These tv specials will be used to promote Motorola's overall company image, Mr. Taylor said, as well as to sell its consumer products. The September broadcast will feature the Motorola line of stereophonic record players; the November special will present the company's tv line and all products will be advertised on the pre-Christmas program. Leo Burnett Co., Chicago, is the Motorola agency.

RCA pushing color tv via NBC programming

RCA, the pioneer company in color tv (last year it made about 140,000 of the approximate 150,000 sets sold in this country), has readied the first big salvo in what should be its most ambitious sales promotion campaign in a number of years.

Raymond W. Saxon, RCA's marketing vice president, is announcing today (Aug. 21), the scheduling of three special "Color Nights" on NBC-TV this fall. The "nights" are slated to coincide with the peak periods of the fall retail selling season and are being promoted as a means of encouraging color tv dealers to offer in-store demonstrations of the sets on Oct. 4, Nov. 1, and Dec. 6. Wednesday was chosen for the color demonstrations because it was indicated that the greatest number of dealers could take part in the promotion on that day of the week. Dealers also will be asked by RCA to offer the in-store demonstrations on Saturdays, which is a naturally heavy color programming time on NBC-TV.

The first "Color Night" on Oct. 4 will actually start in the daytime with a three-hour color lineup from 10 a.m. to 1 p.m. On such shows as *Say When, Play Your Hunch, The Price is Right, Concentration, Truth or Consequences,* and *It Could Be You.* These shows will be followed by the opening game telecast in color of thWeorld Series.

The evening color schedule for Oct. 4 begins with the hour-long *Wagon Train* program at 7:30 p.m., followed in succession by the half-hour *Joey Bishop Show*, the full-hour *Perry Como Show*, and another, the 60-minute *Theatre '61* drama, the "Spiral Staircase."

The other "Color Nights," will both offer 3½ consecutive hours of color telecasts.

RCA will support the "nights" through both tv and print advertising, special displays, and mats and mailers, and a full color introductory spread in the September issue of *Reader's Digest*. NBC-TV's full-hour program *Walt Disney's Wonderful World of Color,* will carry the brunt of the promotional campaign. The theme for the promotion will be: "Every day you're missing more and more if you don't have color tv."

RCA is said to be spending about $5 million in an effort to perk up the sale of its color sets. The company belives sales of the sets this year should increase by 50% over 1960.

DuPont's Zerex, Telar set big radio drives

DuPont is set for the largest radio campaign in its history for its antifreeze and coolant brands, Radio Advertising Bureau, New York, said last week.

Zerex, duPont's permanent-type antifreeze, reportedly will get the bulk of

---

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial.

A.P.S. Inc., 6 East 46th St., NYC 17

Channel Master Corp. (Antennas), two 60s, live & semi-animation, film. Hillard A. Schendorf prod. mgr. Approx. cost $2,700.

Era Productions of Hollywood, 3459 Cahuenga Blvd., Hollywood 28

Mars Candy Co. (Three Musketeers Candy Bars), one 60, live, film. Brice Mack prod. mgr. Agency: Needham, Louis & Brorby; Ken Snyder a. e., Chris Ford prod. mgr.

Sunray Oil Co. (Boron Gas), ten, 60s & 20s, live, film. Bob Mack prod. mgr. Agency: Potts-Woodbury; Al Christy prod. mgr.

Filmaster Inc., 9 Rockefeller Plaza, NYC 20.

General Motors (AC Spark Plugs), eight 60s (color), animation, film. Phil Cook prod. mgr. Agency: D. P. Brothers; Jack Rellis Jr. prod. mgr.

Revlon (Lipstick: Touch & Glow, Contempera), three 60s (color), film. George Fenaja prod. mgr. Agency: Warwick & Leger Inc.; Warren Adams a. e., Ben Colarossi prod. mgr.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 46

Archway Bakeries (Archway Cookies), three 10s, animation, film. John Marshall prod. mgr. Agency: Norman, Navan, Moore, Marineau & Baird Inc.; Dale Gish prod. mgr.

Mars Inc. (Snickers Candy Bars), one 60, live, film. John Marshall prod. mgr. Agency: Needham, Louis & Brorby Inc.; Chris Ford prod. mgr.

UPA Pictures Inc., 4440 Lakeside Dr., Burbank, Calf.

General Electric Co. (Electric Lamps), three 60s, animation, film. Earl Jonas prod mgr. Agency: BBDO.

General Motors (Oldsmobile), two 10s, animation, film. Earl Jonas prod. mgr. Agency: D. P. Brothers; Ken Banes prod. mgr.

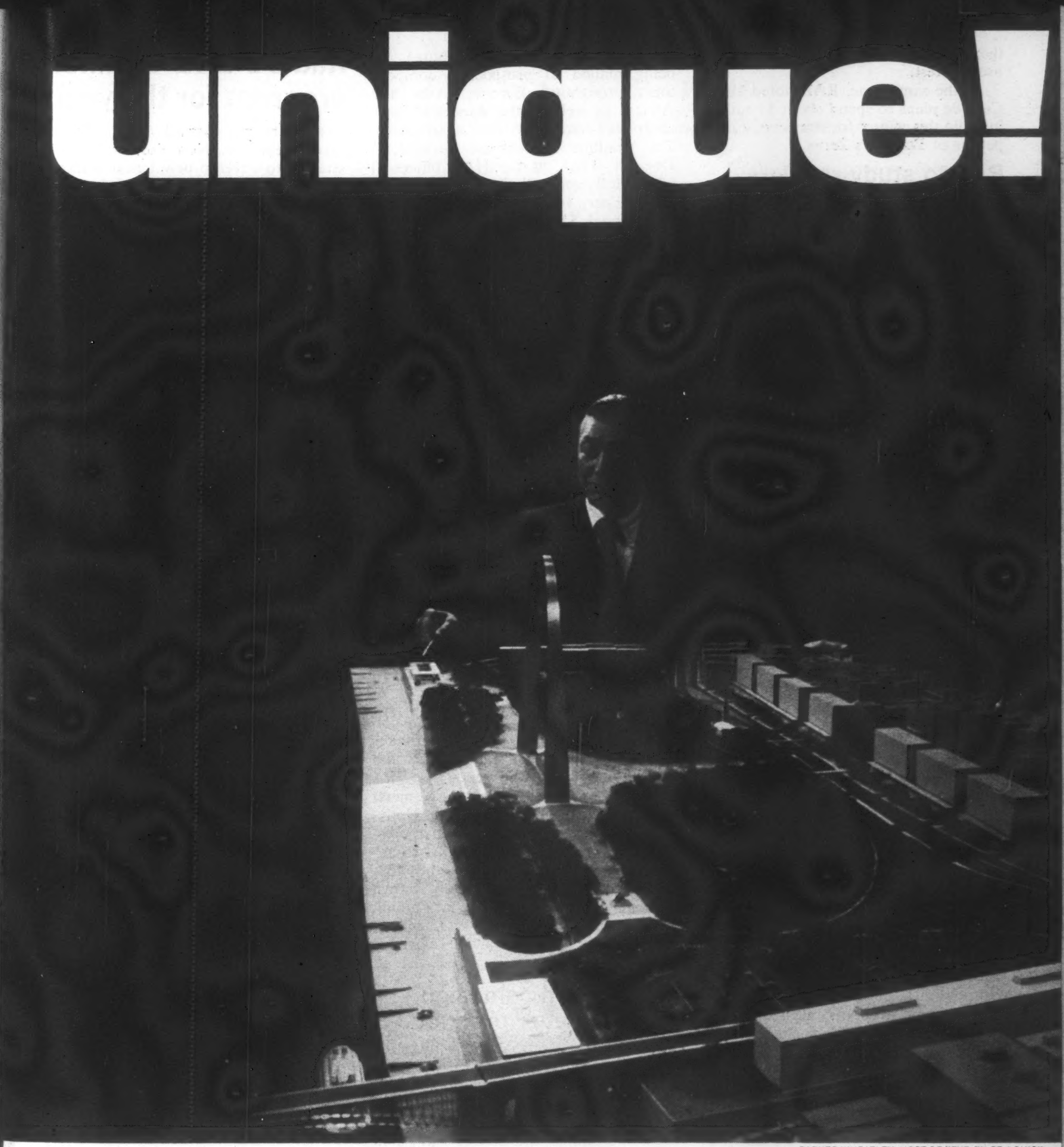
R. J Reynolds Tobacco Co. (Winstons), one 13, one 10, animation, film. Earl Jonas prod. mgr. Agency: William Esty Co.

Videotape Productions of New York, 205 West 55th St., NYC

Liebman Breweries (Rheingold Beer), six 60s, tape. Chuck Holden prod. mgr. Agncy: Foote, Cone & Belding; Ray Dietrich prod. mgr.

Smith-Corona-Marchant (Typewriters), two 60s, tape. Chuck Holden prod. mgr. Agency: BBDO; Ev Hart prod. mgr.

unique!



PARKER WHEATLEY, HOST OF "EYE ON ST. LOUIS"

"Eye on St. Louis" concerns itself with what's unusual, interesting and important locally—such as the 630-foot Saarinen arch being constructed on the riverfront—and has itself become unique in the process. For "Eye on St. Louis" (fully sponsored for three years) commands an average rating of 16.6—higher than the ratings of 80% of all prime-time programs, local or network, on the other three stations. This popularity, remarkable for a serious public affairs program telecast nightly (10:15 Monday-Friday), aptly demonstrates what happens when a television station has close rapport with its audience and a deep-grained understanding of local community needs and tastes. Such a station is CBS Owned KMOX-TV, first with audiences in St. Louis in every Nielsen report for more than three years.

KMOX-TV

CHANNEL 4, ST. LOUIS

the budget. Telar, all-year coolant, will use the rest.

At the same time, RAB noted Union Carbide plans to spend about $1 million in radio this winter for Prestone, a competitor of DuPont's Zerex.

RAB to study retailers in series of meetings

Radio Advertising Bureau's persistent efforts to lure the nation's big department stores into radio will take a "psychoanalytical" approach next month when RAB's series of eight regional management conferences get underway (see DATEBOOK, page 14).

RAB reported last week that top-level radio station management attending the series of two-day meetings will get a close look at the major retailers. The Bureau will use information gathered in the course of its "department store challenge" study as it "toothcombs" the store executives and "the stratified confines of the major department stores they head."

Information to be included in the retailer profile-making: duties, typical business day and business viewpoints with suggestions on how to work with and not against their opinions. Other points to be covered include the techniques of dramatizing the radio buy to store personnel and a profile of the duties, opinions and general outlook of typical store buyers.

ABC Radio reports record-breaking gross

ABC Radio grossed $1,682,469 between July 15 and Aug. 10; 90% of it in the Aug. 1-10 period, according to Jim Duffy, the network's national sales director. He said $1,382,180 of the record-breaking gross represented new business and $300,298 was renewals.

Campbell Soup Co., a new ABC Radio client, bought a $500,000 schedule in *Flair, Breakfast Club* and weekday newscasts beginning Sept. 17.

Other new accounts, each spending $150,000 to $200,000, include Miller Brewing Co., Mennen Co., American Motors and Thomas Leeming & Co.

IBA 'Spikes' to honor outstanding commercials

The second annual International Broadcast Awards of the Hollywood Advertising Club will be presented to the creators of the outstanding radio and television commercials broadcast this year anywhere in the world at a banquet in Hollywood on Feb. 13, 1962.

The date was announced last week by Kenneth C. T. Snyder, vice president of Needham, Louis & Brorby and chairman of the IBA awards committee. Mr. Snyder said brochures are being mailed to prospective competitors throughout Europe, Asia and Africa, as well as the Americas, with complete details of the competition. The deadline for entries, he said, is Dec. 31, 1961, at the HAC offices at 6362 Hollywood Blvd., Hollywood 28, Calif. Entry fees are $5 for each radio commercial, $10 for each tv spot. Competition is open to any advertiser, advertising agency, producer or broadcaster in the world. Radio entries may be submitted on tape or discs, any speed. Tv entries may be on film, 16 mm or 35 mm, or on tape.

The television competition is divided into individual categories for live action, animated art, combination and video tape, each further divided into commercials of less than 60 seconds, 60 seconds and more than 60 seconds, ID's, local-regional (for small budget advertisers), stop motion, station and program promotional spots, plus special technical awards for cinematography, design, direction, special effects, use of music and use of color.

In radio, awards will be presented for open, dramatic, humorous, musical and local-regional commercials of less than 60 seconds and of 60 seconds or longer, plus ID's, station and program promotional spots.

For both radio and tv there will be a special marketing award for the best complete broadcast-based campaign and there will also be sweepstakes awards for the world's best radio and tv commercials of the year. The IBA award is a tower rising from a metal arch, designed by Louis Liets, Hollywood artist. Since their original presentation last February at the first annual IBA awards banquet, the IBA trophies have become familiarly known as "Spikes," taking their place alongside the "Oscars" and "Emmies" of the Motion Picture and Television Academy.

$3.5 million campaign for new Lever product

Lever Bros., New York, is investing approximately $3.5 million in a campaign on behalf of Mrs. Butterworth's Syrup to introduce the product throughout the country, starting this week. A major portion of the budget will be in television, including a heavy spot schedule in daytime and evening time periods and representation on all six of Lever's nighttime network programs.

The product was placed in test markets last year and now has distribution west of Kansas City. The advertising copy stresses that the syrup contains butter and implies that the product does not require the addition of butter. The agency is J. Walter Thompson Co., New York.

Radio's BBB outlines program for the year

The recently-formed Better Broadcast Bureau Inc., New York, which will attempt to develop new business in national spot radio on behalf of station representatives and station groups, last week announced its program for the coming year.

Clifford J. Baborka Jr., president of BBB, said the organization is preparing 24 major presentations (to be known as "A" presentations), which will be "custom-tailored" for a particular advertiser who uses spot radio sparingly or not at all. The presentations offer prospective advertisers fully-produced copy platforms, special marketing research studies for each account or product, and a specific radio plan designed to meet a client's marketing and distribution strategy, according to Mr. Baborka.

BBB also is preparing 48 "B" presentations which, Mr. Baborka said, will attempt to attain one or more of the following objectives: help increase radio budgets of current users; develop new strategies for radio of current users; work with one or more station representatives on special sales projects; create copy ideas or plans, or develop specific presentations as required by one or more representatives.

To Second-Stage ▪ BBB already has made three major presentations to advertisers in the cereal, watch and pharmaceutical fields, Mr. Baborka reported, adding that "BBB has been invited in each case for the second-stage follow-through."

The organization has been retained by several station representatives but Mr. Baborka declined to name the client list at this time.

BBB's objective is to obtain for national spot radio a more equitable share of the advertising dollar. Mr. Baborka observed national spot today accounts for "less than 2% of total advertising expenditures, compared with more than 7% for the directly competitive medium of national newspapers." He added "this disparity in billings is even more glaring in the face of the greater number of radio stations (4,000 am and 850 fm), compared with newspapers (1,763 dailies)."

To support its radio sales-building effort, the BBB has retained the services of the marketing research division of George Fry & Assoc., Chicago, and the John Slade Ely Center for Health Education Research Inc. The latter organization will provide studies and material in the mass-consumed food and drugs areas to the BBB.

The BBB makes its headquarters at 16 E. 42nd St., New York 17. The telephone number is Yukon 6-9680.

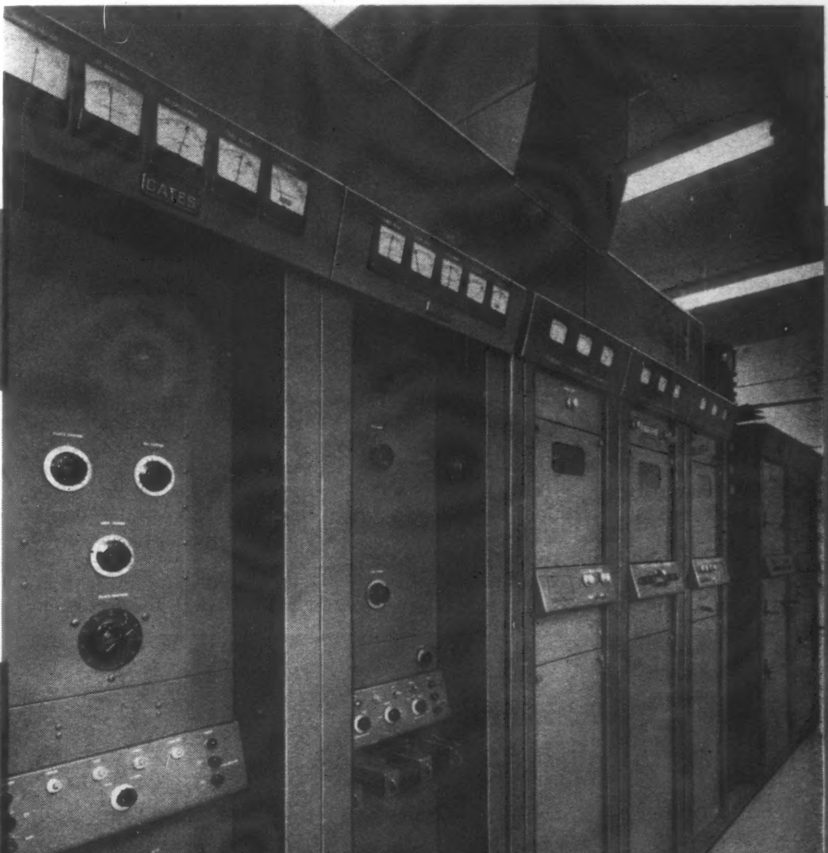
Another *Completely* GATES *Equipped* Radio Station . . .

WWIL AM & FM, Ft. Lauderdale, Florida

Covering Southeastern Florida's Famous Gold Coast 24 Hours A Day

New and modern facilities, the ***leadership line*** of broadcast equipment, a fresh and appealing format, a jump from 1,000 watts to a booming 10,000 watt AM directional signal and the superior high-quality sound of FM . . . all make up the ***New Voice of WWIL AM & FM.*** From the top of the radio dial—at 1580 —WWIL serves the fabulous Florida Gold Coast from Miami Beach to Palm Beach with 10,000 watts daytime and 5,000 watts nighttime power.

This modern AM and FM radio station wanted the finest broadcast equipment money could buy . . . so they chose Gates . . . from remote amplifiers to transmitters, complete with a studio installation of three audio consoles, five turntables and a Cartritape system, plus numerous audio and transmitter accessories. And, big WWIL-FM will soon install Gates stereo. ***A total broadcast equipment package for total performance!***



Gates FM-5B 5,000 watt FM transmitter, BC-10P 10,000 watt AM transmitter and directional antenna equipment installed in WWIL's new AM & FM Broadcast Center.

Colonel William A. Roberts, Owner

Write today for complete information on Gates' exclusive ***total package concept,*** providing complementary equipment styling, constant engineering excellence and enduring quality.

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GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

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HARRIS INTERTYPE CORPORATION

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Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

HOW TV 'MADE' COLOR PLUS

Fresh from successful use of tv for nail enamel, Color Plus plans similar campaign for lipstick

National tv spot and "spot" participations on the networks have formed the backbone of a national introductory advertising program for Color Plus nail enamel, which entered test markets a little less than a year ago. The product currently is estimated to have a 13.3% share of the nail enamel market's $33 million annual dollar volume.

That Lanolin Plus Inc. believes "tv did the job" for Color Plus is evidenced by the advertiser's preparations to introduce a companion product in October, Color Plus Lipstick, again by national tv spot and network participations. The new product reportedly will be packaged as a "piggy back" to the nail enamel.

Lanolin Plus and television have been growing up together 15 years and the advertiser has become known increasingly as a tv account. Joseph Chira, ad director, bases the early success of Color Plus enamel on the company's past experience in the medium. Knowing how and when to use tv, said Mr. Chira, "we took advantage of its flexibility in terms of choosing markets, selecting audiences, getting as much frequency as we could pay for, test marketing, in-store tv tie-ins, and the more sophisticated development of network spot carriers."

Summer Activity ▪ The advantages of network tv's participation buying, according to Mr. Chira, "gave us the opportunity to tell our product news in minute messages dispersed among a number of programs this summer, which gave us different audiences plus the programs' merchandising benefits." (also see story page 23 on participations). Since June, Color Plus has participated in ABC-TV's *Cheyenne, Asphalt Jungle, Roaring 20s* and *Guestward Ho,* and NBC-TV's *Michael Shayne.*

Another consideration in summer participation buying, Mr. Chira pointed out, was the opportunity for summer discounts, which made it economically feasible to test network usage for the product. In addition, participations reinforced the blanket of spot tv buys in the top 50 markets.

The Color Plus ad budget in 1961 will exceed $1.5 million, reportedly the largest ad budget for any nail enamel. Al Plaut, Color Plus account executive at Daniel & Charles Inc., New York, agency for both the enamel and the upcoming lipstick brand, said tv is allocated about 75% of the total budget.

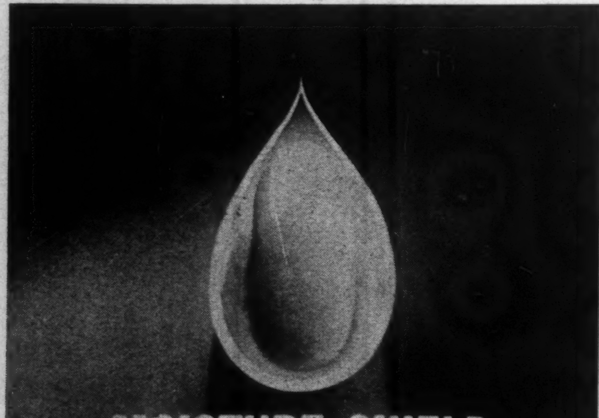
Test Stage ▪ San Francisco and Los Angeles were the initial targets of the Color Plus barrage last September. The strategy was to reach women in their 20's to mid 40's—the group which uses more nail polish than others. The first phase of the campaign was the use of minutes to relate a therapeutic message about the enamel's lanolin content to women who have the problem of "splitting, breaking or cracking" nails, as well as those women who want to avoid the problem.

Within eight weeks, Color Plus had achieved a 26% share of the San Francisco market and a 23% share in Los Angeles. On Jan. 1, 1961, the product entered the top 20 markets, and by April it was in some 150 markets. Since the test marketing stage, Color Plus commercials and print ads (mostly fashion magazines) have alternated between the therapeutic claims and a fashion approach, which emphasizes the variety of shades. Some 10 new shades have been brought out since the original 13 were introduced on the West Coast. The added colors are in response to requests from consumers, retailers and beauty salons, all of which also asked for a matching lipstick.

Lipstick On Way ▪ Color Plus lipstick, with 35% lanolin, will be introduced in October in a combination lipstick-enamel package to retail at $1.50. Commercials are now being prepared at Daniel & Charles, which also just finished a new series of enamel commercials (see pictures). A "mix" of minutes, 40s, 30s and 10s, will be used to carry on the fall polish campaign in approximately 100 markets. Lanolin Plus also ordered minute participations for Color Plus in NBC-TV's new season entry, *Saturday Night at the Movies.*

Now that the task of informing the public of Color Plus enamel's arrival on the beauty care scene has been completed, the objective is to relate the product's "uniqueness" on a continuous, evenly-pressured level. The buying is geared to get more cumulative reach than frequency.

But the basic philosophy of Lanolin Plus product advertising remains the same. As stated by Mr. Chira: "People watch commercials for product news. The advertiser who gets his message across to the consumer will get business once the public's interest is aroused and if the product answers a need."



COLOR PLUS
by
Lanolin Plus
COLOR PLUS
HELPS STOP SPLITTING NAILS

A New Concept in Documentaries

Packaged for Local Use

PERSPECTIVE ON GREATNESS

GROWING! This dramatic new concept in documentaries is being picked up fast from coast to coast! Every day more and more markets join the success parade of these twenty-six hour-long specials starring such renowned figures as Lindbergh, Al Smith, General MacArthur, the Duke and Duchess of Windsor, De Gaulle, and more. Actual, on-the-scene filmed highlights in their lives, from the world-famous film libraries of Hearst Metrotone News, are skillfully augmented with new footage from Hearst Metrotone cameramen throughout the world. All brilliantly woven together by the masterful writer John O'Toole, to give a true "PERSPECTIVE ON GREATNESS." Dramatic entertainment of real prestige and stature. The kind to attract important local advertisers. Plus this practical bonus: a single, compact, easily stored source of material on famous people—complete shows to run at a moment's notice when needed.

A Great New HEARST METROTONE Production

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THE SOUND OF GOOD MUSIC

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NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

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RADIO
AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

WEST SEES POOR AD IMAGE

WSAAA survey of media, ad men finds 70% feel advertising's public image needs improvement

A need to upgrade the image of advertising with both the general public and top business management is seen in results of the 1961 survey of western advertisers, advertising agencies and advertising media conducted by the Western States Advertising Agencies Assn., the second in an annual series inaugurated in 1960.

The survey was completed in June. Returns were received from 100 national advertisers, 165 advertising agencies and more than 170 representatives of radio, television, outdoor, newspapers and business and consumer publications in the western states, including Alaska and Hawaii.

Asked, "Do you believe the advertising business today has a poor public 'image?,' " 70% of the advertisers, 70% of media and 71% of the agencies answered "yes." This would indicate advertising's reputation has suffered rather than improved during the past year.

The agency-advertiser-media view of management's opinion of advertising is equally discouraging. Nearly two-thirds of media (63%) and well over half of agencies (54%) expressed the belief that management is not fully convinced of the importance and value of advertising. Advertisers themselves were divided almost evenly, a bare majority (51%) believing advertisers do appreciate what advertising can do for them.

The always controversial subject of agency remuneration revealed a sharp difference of opinion as to whether the 15% commission generally in use is enough for an agency to make a sound profit. More than three-fourths of the advertisers (76%) and more than half of media (56%) felt an agency can make a profit on a 15% commission. But only 19% of the agencies agreed with them, the other 81% contending this is not enough. Only 7% of the media, 10% of the advertisers and 14% of the agencies, however, felt media would tend to increase the amount of the commissions to more than 15% in the next 12 months.

Optimistic ▪ Agencies were generally optimistic about the outlook for advertising in the immediate future, 57% stating the future looks brighter, 35% feeling it will remain about the same and only 8% seeing gloomier prospects.

More than half (55%) of the advertisers responding to the WSAAA questionnaire reported the recent recession did not affect their advertising expenditures, but 45% said the recession caused changes in their ad budgets.

Licensing and standardization of qualifications for advertising agencies by the individual states was favored by a larger segment of the agencies (46%) than by either advertisers (25%) or media (39%), but only 37% of the agencies felt licensing would benefit them. Only 13% of the advertisers

THE MEDIA

COLLINS SENDS REGRETS TO GEORGIA

Won't be able to attend grass roots seminar

Miffed at NAB President LeRoy Collins' inability to accept an invitation to attend the Sept. 15 grass roots seminar sponsored by the Georgia Assn. of Broadcasters, H. Randolph Holder, WGAU Athens, Ga., president of GAB, had some tart comments:

"We know the NAB president is busy, but Mr. Collins himself suggested a meeting of broadcasters and government officials and here is his chance to get down to the real heart of our problems in a location far removed from the bigness of New York or Washington. It poses a real problem for broadcasters when their leading spokesman doesn't discuss current and critical problems in an informal atmosphere removed from the pressures of high-level conferences.

"I think it is time NAB realized that its strength comes from its small grass roots members, and it is unfortunate that Mr. Collins turned down this excellent chance to learn what really is going on in broadcasting. We hope he can be with us."

Mr. Collins could not be reached, but it is understood that he is scheduled to chair a meeting of the Dept. of Commerce's Committee on Area Redevelopment scheduled to meet that day.

The South East Radio-Tv Seminar will meet Sept. 15 in the Biltmore Hotel in Atlanta, starting at 10 a.m. It will continue through dinner that evening. Sponsored by GAB, it is intended to be a meeting of the presidents and secretaries of seven state broadcaster associations plus others (BROADCASTING, Aug. 14).

Among the topics to be discussed

thought agency licensing would benefit them to 61% who felt it would not (the other 26% were uncertain). Media voted 39% that agency licensing would help them to 41% thought it would not, and 20% were uncertain.

About half of the respondents (51% of advertisers, 50% of agencies, 40% of media) felt that the general diversification of product lines and sales divisions within many advertisers' organizations tends to create significant increases of "conflict of interest" in existing and prospective accounts. But only one-third (35% of advertisers, 36% of agencies, 33% of media) felt that these situations are actually hazardous to the advertiser.

The vast majority of all three groups said that the advertising agency system is the best method of serving their interests.

Agency appointments...

- Lake Central Airlines, Indianapolis, appoints John W. Shaw Adv., Chicago.
- Hires Bottling Co., Los Angeles appoints Cole Fischer & Rogow, Beverly Hills, as its agency, effective Oct. 1.
- San Giorgio Macaroni Co., Lebanon, Pa. (macaroni, noodles, spaghetti and other pasta products), appoints Ketchum, MacLeod & Grove, Pittsburgh.
- Automobiles Renault Canada Ltd. appoints Grey Adv. Ltd., Montreal.
- Consolidated Aero-Tech Corp., N. Y., names Geyer, Morey, Madden & Ballard Inc., N. Y., for "Redi-Spare," new puncture-sealing, tire inflating aerosol product.

---

will be the FCC's new program forms, government regulation, censorship and NAB's leadership. No formal agenda is planned.

Down to Earth ▪ Mr. Holder set the keynote with this observation:

"Distant experts who attend only high-level symposiums and don't have to battle the day-to-day problems of the local broadcaster just cannot speak with authority for us in national councils or make our local views known to the government. Our September meeting will be broadcasters talking about broadcast problems as they really exist, not the way some think they exist."

Among those who have already accepted the GAB invitation to the Sept. 15 seminar:

Kenneth Giddens, WKRG Mobile, Ala., president of the Alabama Broadcasters Assn.; Fred L. Beard, WJDX Jackson, Miss., president of the Mississippi Broadcasters; Lee Ruwitch, WTVJ (TV) Miami, president, Florida

talk about news!

Nothing succeeds like success, and two resounding news coups scored by WCKY in the last 3 weeks have convinced Cincinnati that Total News and Information is not just a phrase on WCKY. When the El Paso plane hi-jacking story broke, WCKY maintained an open phone line into a hanger at the sealed-off airport for 8 solid hours, giving WCKY listeners continuing, live, eye-witness reports throughout the day. UPI, using tapes fed by WCKY, claims it ran 25 minutes ahead. ■ Then, less than a week after the El Paso story, WCKY interviewed Hamilton County Prosecutor C. Watson Hover... longtime critic of Ohio Governor DiSalle. In response to questioning, Hover agreed to debate the Governor on the question of whether or not DiSalle had exceeded his executive powers in commuting the death sentence of a woman Hover had successfully prosecuted for murder. In a matter of hours, the story broke across the state... front page headlines, TV bulletins, and radio interviews. DiSalle called a special press conference the next morning, and accepted Hover's offer to debate. WCKY is presently completing arrangements for this face-to-face meeting . . . and has invited interested radio and TV stations to air the proceedings. These two incidents are indicative of why WCKY is fast becoming Cincinnati's most talked-about news station. **You** talk to your AM Radio salesman about WCKY!

wcky

50,000 WATTS • CINCINNATI

Manager Shapiro braves audience in WFAA-TV forum program

"I object to your interruption of programs for weather bulletins."

The objector: a member of the audience of WFAA-TV Dallas.

This put the station on the spot—a spot it likes to be put on during its new forum program, *Let Me Speak to the Manager*.

Every Sunday, 10:30-11 p.m., Mike Shapiro, WFAA-TV general manager, answers volunteer critics on a program that started June 18 as an experimental quarter-hour that now has been expanded to a major feature.

About the weather bulletins; here is Mr. Shapiro's on-the-air reply: "After an investment of thousands of dollars for radar equipment which is vitally important in the area because of tornadoes, we feel this is our obligation as a broadcaster and we will interrupt at any time during programs to bring this information to our audience. If we're wrong, let us know."

And they did. Tremendous mail came in, overwhelmingly in favor of continuing weather bulletins.

That one was easy. Some aren't. Like this:

"Your program *Naked City* ends with the words, 'There are eight million stories in the Naked City.' If this is true, why do we have to have re-runs?"

Real Good Point ▪ Mr. Shapiro replied frankly on the air, "You have a real good point there and we don't know the answer to it."

Mr. Shapiro speaks as manager. Questions are read to him by a staff man. The manager is seated at a simple office set and replies to questions in an easy, informal and interested manner. And he mentions names and call letters—his own and others—in giving serious replies to viewers' letters.

"We're overwhelmed by the response," he said, "We had been wanting to start such a program for a year. FCC Chairman Newton Minow's wasteland speech at the NAB convention in May triggered it and viewer mail has kept the program moving."

Viewers are happy, judging by the response. They're grateful for the chance to have their questions answered by the station manager himself. "I find it quite refreshing that you don't pull any punches about your station and your competition," a viewer observed.

The program now includes guests. The first was Bill Jones, director of advertising for Frito Co., Dallas. He voiced the advertiser's viewpoint in response to questions about commercials, using the same frank and straightforward approach featured in Mr. Shapiro's replies. PTA members and others will appear as guests, the station says.

Assn. of Broadcasters; Ken Ballinger, executive secretary of FAB; Lou Neale, WBEU Beaumont, S.C., president of the South Carolina Broadcasters; James Howe, WIRA Fort Pierce, Fla., NAB Fifth District Director. Mr. Howe will be conference moderator.

Invitations also went to FCC Chairman Newton N. Minow and other state association executives.

The seminar will be the forum for states representing 25% of all am radio stations and 15% of all tv stations in the country, GAB noted.

IBEW joins AFTRA in strike

Hollywood Local 45, International Brotherhood of Electrical Workers, at a meeting Wednesday night, voted unanimously to support the American Federation of Television & Radio Artists in its five-week-old strike against KFWB Los Angeles. The eight IBEW members employed at KFWB were still on the job Thursday, despite the AFTRA picket line around the station (BROADCASTING, Aug. 14).

Changing hands

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval:*

▪ KRGV-AM-TV Weslaco, Tex.: Sold by LBJ Co. to Kenco Enterprises Inc. for $1.4 million. Kenco Enterprises is principally owned by John A. Kennedy, veteran broadcaster. Stoddard P. Johnston, KTVU (TV) San Francisco sales executive, is vice president and will be operating head of the Weslaco stations. No changes in personnel are planned. LBJ Co., headed by Mrs. Claudia T. Johnson, owns KTBC-AM-TV Austin, 29% of KWTX-AM-TV Waco, and through KWTX, 50% of KBTX-TV Bryan, all Texas, and 75% of KXII (TV) Ardmore, Okla. LBJ Co. bought 50% interest in KRGV-TV in 1956 for

the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often *demonstrated* willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

BLACKBURN *& Company, Inc.*

RADIO • TV • NEWSPAPER BROKERS
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FEderal 3-9270

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H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

"I personally took offense at Chairman Minow's charge that all broadcasters had failed," Mr. Shapiro said. "I wanted to get across to the audience that WFAA has taken its public affairs obligations seriously and at the same time have the people tell us if they like what we give them. If they don't we want to know why. And we want to know how they feel about commercials and station personalities."

All Kinds ▪ Mr. Shapiro acknowledges all mail, some of it intriguing, informative and humorous; some crackpot. One problem—the questions become repetitious. "We try to solve this by using visuals, by revising the answers to include other angles, or by getting an expert to appear on the show and contribute new ideas on the same subject."

Stations around Texas, hearing about the show, have borrowed tapes. TvB has asked for a set of them.

Radio gets its share of the program. Mr. Shapiro does two five-minute programs for the WFAA radio audience. The format is similar but letters deal strictly with radio topics.

Commercials and the advertisers' obligation to the television and radio audience are covered in one of the 'Let Me Speak to the Manager' programs on WFAA-TV Dallas, by General Manager Mike Shapiro (l), and Bill Jones (r), advertising manager of the Frito Co.

$5,000 plus loan of $140,000; acquired the remaining 50% in both radio and tv in 1958 for $100,000. KRGV operates fulltime with 5 kw on 1290 kc. KRGV-TV, ch. 5, began in 1954.

▪ KXLY-AM-FM-TV Spokane, Wash.: Sold by Joseph Harris and Norman E. Alexander to Morgan Murphy interests for $3.25 million ($2.6 million for the television station; $650,000 for radio stations). (CLOSED CIRCUIT, Aug. 14). Mr. Murphy owns newspapers and the following broadcast properties: WEAU-TV Eau Claire, WLUK-TV Green Bay, WISC-TV Madison, all Wisconsin; WLUC-TV Marquette, Mich.; KVOL Lafayette, La. James R. Agostino, vice president and general manager of the Spokane stations, will remain in that capacity. KXLY 5 kw fulltime on 920 kc; KXLY-FM is 2 kw on 99.9 mc; KXLY-TV is on ch. 4 and began operating in 1953. Both are affiliated with CBS. The KXLY stations were bought by the Harris-Alexander group in 1954 by Ed Craney and associates for $1¾ million. Broker was Blackburn & Co.

▪ WYSL Buffalo, N. Y.: Sold by McLendon Corp. to Leonard Walk, James H. Rich and Bernard Friedman for $230,000. Messrs. Walk, Rich and Friedman own WAMO Pittsburgh, Pa. Sale of WYSL facilities is necessary because McLendons are buying WBNY Buffalo (CHANGING HANDS, July 24). WYSL operates with 1 kw daytime on 1080 kc. Broker was Blackburn & Co.

▪ KASO Minden, La.: Sold by Frederick A. W. Davis and Jimmy Hugh Howell to Harold (Boe) Cook for $50,000. Mr. Cook is former manager of KGAK Gallup, KMIN Grants, KICA Clovis, all New Mexico. Mr. Davis retains his interests in WGLC Centerville and WMBC Macon, both Mississippi, and WSRA Milton, Fla. KASO is a 250 w fulltimer on 1240 kc. Broker was Hamilton-Landis & Assoc.

EXCEPTIONAL QUALITY BUYS

WEST—Profitable daytimer servicing single station market of 40,000-plus. Attractiveness of this physical facility is exceeded only by beauty of the area itself. Good gross-cash flow record. Priced at $360,000.00 on long terms.

SOUTHEAST—Major market fulltime radio station presently billing $160,000.00 annually and capable of doing much better as previous track record indicates. Priced at $250,000.00 with $70,000.00 down and balance to be negotiated.

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Tribune Tower
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DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO
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America's Most Experienced Media Brokers
RADIO • TV • CATV • NEWSPAPERS
NEGOTIATIONS, APPRAISALS, FINANCING OF CHOICE PROPERTIES

And now, the girls from Syracuse

It was bound to happen—a female version of NAB's annual Harvard seminar—and it did when the American Women in Radio & Television held its first Mid-Career Seminar at Syracuse U.

Eighteen members of AWRT, including past president Esther Van Wagoner Tufty, became coeds-for-a-week.

This year's experimental venture, which is to become an annual event, was produced in conjunction with the radio-tv department of Syracuse U. and the Educational Foundation of AWRT. It dealt with four main subjects: audience; programming and community needs; business of broadcasting; new look at American women. Montez Tjaden, AWRT president, termed the seminar an "overwhelming success, more than we even imagined, and something we've needed for a long time."

Next summer's seminar, the place and date of which have not been determined, will likely have a midwestern location to accommodate more AWRT members, Miss Tjaden said. The same format—panel discussions and floor debates—will prevail, she added, except that more broadcasting executives (males) will be on hand as discussion leaders.

Heading this year's male contingent were Louis Hausman, Television Information Office director; Peter Thornton, promotion director of KDKA-TV Pittsburgh; and Clifford M. Kirtland Jr., treasurer of Transcontinent Television Corp.

Pictured above are 13 of the graduates. Front Row (l to r): Betty Ross West, NBC Chicago; Esther Van Wagoner Tufty, Tufty News Service and NBC Washington; Doris Corwith, NBC New York (retired); Irma Davis, KCRA-AM-TV Sacramento, Calif.; Jane Angel, public relations advisor, Washington; Elizabeth Wright Evans, KING-TV Seattle, Wash.; Barbara Sharp, Omaha, Neb.

Second Row: (l to r): Marguerite Staples, ABC New York; Lilian Okun, New York free lance writer-producer; Wana McDole, radio-tv director, public schools, Seattle, Wash.; Margaret Mary Kearney, WCAU-AM-TV Philadelphia; Margaret Strickland Parks, National Adv., Washington; Modane Marchbanks, Corn Products Co., New York; Dr. A. William Bleum, director of the seminar.

Not available when the picture was made were Nena Badenoch, Chicago radio-tv consultant and chairman of the board of trustees of the AWRT educational foundation; Kay Bailly, in charge of public relations and radio-tv for the Junior League Assn., New York; Doris Brown, president and general manager of WKBC North Wilkesboro, and WATA Boone, both North Carolina; Virginia Pate, president and general manager of WASA Havre de Grace, Md.; Del Roberts, assistant to the director of radio-tv for the American Cancer Society, New York.

5% of C-C sales come from stations

The three radio stations comprising the Crowell-Collier Broadcasting Corp. (KDWB Minneapolis-St. Paul, KEWB Oakland-San Francisco and KFWB Los Angeles) account for about 5% of the total sales volume of Crowell-Collier Publishing Co., C-C President Raymond C. Hagel said Wednesday (Aug. 16) in a talk to a group of financial men in Los Angeles.

Advertising sales of these stations dropped slightly in the first three months of 1961, he said, but rose enough during the second quarter that the first half ended with the broadcasting division "ahead of 1960 in both sales and operating margin."

Referring to the questions raised by the FCC about the operations of the Los Angeles and San Francisco stations, Mr. Hagel said: "Within the last few days we have furnished the FCC with additional information to help them in their deliberations. We are hopeful that the matter will be resolved in our favor and that the license for KFWB, the point at issue, will be renewed in the near future. If the commission is not satisfied, it has the right to call a hearing."

"About 60% of Crowell-Collier sales volume comes from Collier's Encyclopedia, a number of other reference books and the Harvard Classics," Mr. Hagel reported. A new young people's encyclopedia is in preparation, he said. The C-C General Publishing Division includes MacMillan Co., with a general book list although 75% of its business is in the educational book field; Free Press, publisher of professional books and graduate textbooks, and a new paperback department, Collier Books, which will begin operations this fall with a balanced list. And in June, Mr. Hagel noted, C-C expanded its service to the educational market by acquiring La Salle Extension U. correspondence school.

Overall, C-C had sales totaling $27,977,000 for the first half of 1961, slightly below the first half of last year, but Mr. Hagel predicted that the year's total, excluding La Salle, will equal or exceed the $64.4 million gross for 1960. Net earnings for the first half of 1961 were equal to 28 cents a share, down from 53 cents for the first half of 1960, he said. He attributed the drop to "start-up expenses for the paperback operation and the various new encyclopedias and to the expansion taking place in editorial and marketing organizations at other points throughout the company. . . . Despite these relatively heavy outlays, we expect per-share earnings to exceed slightly the $1.35 reported last year." The financial position is sound, he said, noting that "when the agreement for the purchase of WMGM New York expired last month, $4 million became available for working capital.

Etv outlets on catv proposed for NCTA

A plan for every community tv system in the country to carry a local educational tv station where there is one to be had was adopted by the National Community Television Assn. board last week.

The board, meeting in Chicago, charged its educational tv policy committee to put the program into effect. Homer Bergreen, Seattle catv executive, is chairman of the committee, and will work closely with William G. Harley, president of the National Assn. of Educational Broadcasters; Loren Stone, chairman of the tv board, NAEB; Richard B. Leeis, director, audio-visual service, San Jose State College, and Lee Campion, technological development, National Educational Assn.

The board also:

- Named George J. Barco and Al Ricci to its executive committee. Mr. Barco is president of the Meadville, Pa., catv; Mr. Ricci, Keene, N. H.
- Authorized a study of a plan for a management institute.
- Scheduled second legal seminar on catv for December in Chicago.

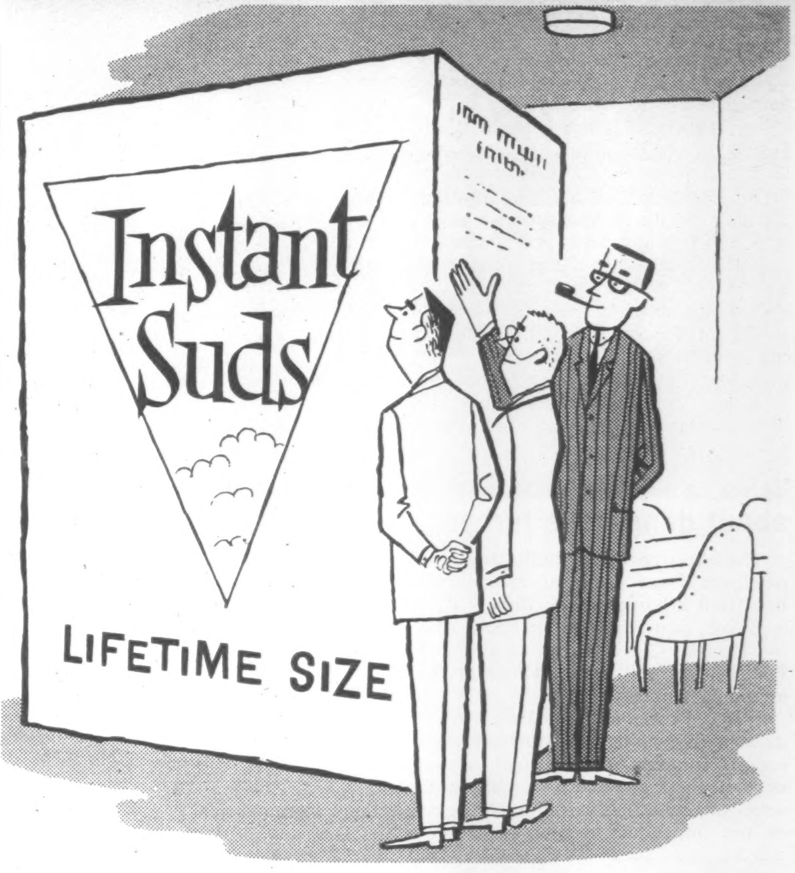
NCTA President Glenn Flinn, Tyler, Tex., named the following committee chairmen:

Jim Lenahan, Coos Bay, Ore., membership; Jack Crosby, Del Rio, Tex., budget and audit; Fred Goddard, Aberdeen, Wash., industry relations; Fred Stevenson, Rogers, Ark., public affairs; J. R. Willis, Granite, Okla., regional and state; Courtney Kirkeeng, Phoenix, Ariz., information; Kip Fletcher, Pottsville, Pa., standards; J. Holland Rannels, Cumberland, Md., convention host; R. L. Stoner, LaGrande, Ore., safety; Gene Schneider, Casper, Wyo., constitution and bylaws; Ed Whitney, AMECO, Phoenix, Ariz., industry advisory.

Storer chooses Zwicky For D. C. legal office

Mr. Zwicky

The establishment of a Washington legal office was announced by Storer Broadcasting Co. last week. Named to head the office is Warren C. Zwicky, a partner in the Washington law firm of Jones & Zwicky. The new office, which will handle Storer's Washington legal affairs, is part of the company's legal department, headed by John E. McCoy, vice president for law and finance and secretary



"FIRST WE'LL TEST IT IN SOUTH BEND"

Find out fast what the Midwest thinks of your new product by testing first in the South Bend market. The conditions are ideal: isolation from outside TV . . . a good mixture of employment in industry, commerce and farming . . . incomes way above average.

The per household income in South Bend's metro area is $7987, highest in Indiana. But it's only part of the total South Bend market picture. This is a 15-county market with a buying income of $1.7 billion! The people can afford your product, all you need do is tell them about it.

There's one way to do this effectively and economically . . . use WSBT-TV. From sign-on to sign-off WSBT-TV delivers 41% share of sets in use.* And this in a 3-station market. Test in South Bend with WSBT-TV. Get market and coverage facts from Raymer.

*Nielsen Survey, Feb. 20-March 19, 1961

CBS TELEVISION NETWORK

WSBT-TV
SOUTH BEND, INDIANA
ONE OF CBS' HIGHEST-RATED STATIONS
Channel 22

Paul H. Raymer Co. • National Representative

of the company. Mr. Zwicky will also work with Earl H. Gammons, Storer representative in Washington.

Mr. Zwicky, 32, has been in Washington communications law practice since 1953 when he was graduated from Harvard Law School. He is a member of the Wisconsin and D. C. bars and is admitted to practice before the FCC, the U. S. Court of Appeals and the U. S. Supreme Court. He received his undergraduate degree from the U. of Wisconsin in 1950. He is a native of Oshkosh in that state.

Robert F. Jones, former Ohio congressman and FCC commissioner, will continue his law practice in Washington.

WIRL warns listeners about dangerous fumes

The effectiveness of radio during an emergency was again proved when a line from a barge on the Illinois River ruptured, saturating the air above nearby Peoria, Creve Coeur and North Pekin with 150 tons of compressed ammonia fumes.

WIRL Peoria told BROADCASTING of its role in helping to avert a possible serious situation with a quick appearance on the scene and an equally quick series of broadcasts warning its listeners of the impending danger and urging them to remain calm.

The station's seven mobile units, cruising around the danger area, gave wind reports, directed persons to shelter areas and broadcast the word when the mayor decided to evacuate the city.

WIRL was on the air more than four hours giving reports and instructions to the community. It made more than 60 broadcasts.

Last week, Robert W. Frudeger, president of WIRL, reported that the incident has inspired a research team from the U. of Pennsylvania to document the events.

KXLY-AM-FM-TV Spokane $3.25 million sale

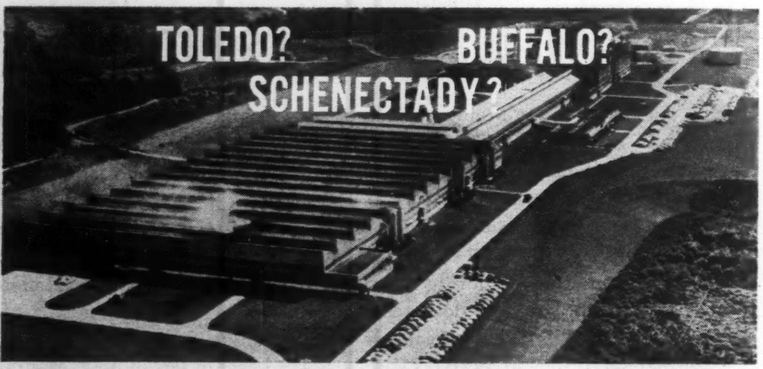
Signing for the $3.25 million sale of KXLY-AM-FM-TV Spokane, Wash., by Joseph Harris and Norman E. Alexander to Morgan Murphy, broadcaster-publisher (CHANGING HANDS, page 44), were (l to r): Sitting, Walter C. Bridges, Murphy group; Mr. Alexander; Norman M. Postles, Murphy group. Standing, Raymond Crawford, attorney for the Murphy interests; H. W. Cassill, Blackburn & Co., broker in the transaction; Arthur Stambler of Scharfeld, Segal, Baron & Stambler, Washington, attorneys for buyer; Stuart Z. Krinsly, attorney for sellers.

Accuracy preferable to speed, says Gramling

Newsmen of the world face their greatest responsibility today, Oliver Gramling, assistant general manager of the Associated Press, told the recent convention of the Texas AP Broadcasters Assn. He said the world crisis places upon broadcasters and newsmen of all types "the burden of taking a little bit more time and being satisfied with being second or third with the news, but being right."

KCRS Midland received the top news award, one of 19 member stations sharing 30 awards. A special plaque went to Herb Humphries, KCRS news director for covering the story of a West Texas farmer's murder of his four children and his suicide.

The association elected Lee Butler, KTRE-AM-TV Lufkin, president, succeeding Roy Eaton, KXOL Ft. Worth.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population 1,520,100
Households 423,600
Consumer Spendable Income $1,761,169,000
Food Sales $ 300,486,000
Drug Sales $ 40,355,000
Automotive Sales $ 299,539,000
General Merchandise $ 148,789,000
Total Retail Sales $1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Johns-Manville Products Corporation plant located at Natchez, Mississippi, manufacturing insulating board and hardboard products from wood fibre.

Free tv fighters gather new steam

Pay tv foes, buttressed by a "substantial" financial donation from the Theatre Owners of America, plan to appeal the July 28 ruling of the Arkansas Public Service Commission. The decision directed Southwestern Bell Telephone Co. to provide rates and lines to the Midwest Video Corp., an affiliate of International Telemeter Co., for establishment of a closed circuit wired pay tv system to about 5,000 homes in Little Rock (AT DEADLINE, July 31).

The anti-pay-tv forces—Independent Theatre Owners of Arkansas, a state affiliate of TOA, United Theatres Corp., and Rowley United Theatres—all of whom are represented by attorney Howard Cockrill, announced last week they will file notice of appeal with the Arkansas Appellate Court before the Saturday (Aug. 26) deadline for such action. The movie exhibitors again will contend that the Arkansas Public Service Commission does not have jurisdiction to rule on the proposed pay tv test because it's an interstate matter.

Plans for the appeal were formulated only after the theatre owners' finance committee voted unanimously to advance the necessary funds—believed to be more than $20,000—for the court fight. The Arkansas movie exhibitors also are contributing to the legal war chest.

The appeal will mark the second pay tv battle that the movie exhibitors are waging in the courts. They previously filed a brief in the U. S. Court of Appeals for the District of Columbia against FCC's decision last February authorizing RKO General to test the Phonevision system for three years on WHCT (TV) Hartford, Conn. (BROADCASTING, July 31).

Media notes...

Tall tower ▪ The Storer Broadcasting Co. has announced the beginning of construction of what it describes as the world's tallest self-supporting tv antenna at its WITI-TV Milwaukee facility. Resting on a triangular base, the 1,077 foot high antenna is designed similar to the Eiffel Tower of Paris. The antenna is expected to be operational early in 1962.

Third quarter payment ▪ AB-PT Inc., New York, announced Aug. 14 the third quarterly dividend of 25¢ per share on outstanding common stock and 25¢ per share on outstanding preferred stock, payable Sept. 15 to holders of record on Aug. 25.

WIP move ▪ WIP Philadelphia this fall will move to new and larger studio facilities and offices in the Wellington Building, 19th & Walnut Sts.

WWTV AREA HAS MORE HOMES THAN TEN ENTIRE STATES!

WWTV
LOWER MICHIGAN

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

If you think that Southern and Central Michigan are the only IMPORTANT parts of this state, *read this!*

WWTV covers more homes in Northern Lower Michigan than are available in ten entire states*. Ratings far exceed those of any other television station in this area—and to *approach* WWTV's coverage in Northern Lower Michigan you would need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV area has more homes than Alaska, Del., Hawaii, Idaho, Montana, Nev., N.H., N.D., Utah, Vermont or Wyoming.*

AM-TV-FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER ● CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name title/position*
company name
address
city zone state
Send to home address——

* Occupation Required

HILL RALLIES TO SAVE V'S

Connecticut delegation, Rep. Kearns lead attack against FCC plan to delete single vhf channels

Backfires against the FCC's proposals to delete the single vhf channels in eight cities began burning last week on Capitol Hill.

- The entire Connecticut congressional delegation voted to fight the FCC's threat to remove ch. 3 from Hartford, the state's capital, "by all proper means, including legislation if necessary."
- Rep. Carroll D. Kearns (R-Pa.) pledged "all out" support in maintaining ch. 12 in Erie, Pa.

These were two of the eight cities in which the FCC proposed to substitute a uhf channel for the sole vhf there in order to make cities all uhf. The other cities: Binghamton, N. Y; Champaign-Urbana, Ill.; Columbia, S. C.; Madison, Wis.; Montgomery, Ala., and Rockford, Ill. (BROADCASTING, August 7, 14).

Connecticut Strategy ▪ Underway in the Nutmeg State is a far-reaching citizens' campaign against the removal of ch. 3 from Hartford.

The prime lever in the project designed to arouse public opinion is a committee comprising 300 leading citizens, led by Gov. John N. Dempsey. The entire Connecticut congressional delegation endorsed the plan and accepted membership in the group.

Their endorsement was made at a war council in Washington last Tuesday, August 15.

Present at the two-hour meeting, which took place in the Capitol, were Gov. Dempsey, Sen. Prescott Bush (R), Reps. Frank Kowalski (D), Emilio Q. Daddario (D), Robert N. Giaimo (D), Horace Seely-Brown (R), Abner W. Sibal (R) and John S. Monagan (D). An aide represented Sen. Thomas J. Dodd (D) who was in Europe at the time.

Also present were Paul W. Morency, president, and Tom Easton, news editor, of ch. 3 WTIC-TV Hartford.

Congressman Kearns met last week with Arthur Ingram, general manager of ch. 12's WICU-TV in Erie, and Michael Csop, chief engineer of the station. According to the WICU-TV officials the better part of four Pennsylvania counties would lose their only Class B service if ch. 12 is deleted from Erie.

Opposes Delay ▪ WTVK (TV) Knoxville, Tenn., (ch. 26) asked the FCC last week to deny the request of the Assn. of Maximum Service Telecasters for a six-month extension of deadline for comments on the commission's proposals to deintermix certain markets and add a third vhf in others (including Knoxville) (AT DEADLINE, Aug. 14).

The station said another vhf service is "desperately needed" in that city and accused AMST of delaying tactics. WTVK claimed AMST had fully commented on vhf drop-ins at less than minimum mileage in the FCC's inquiry on drop-ins last February. The FCC has proposed adding ch. 8 in Knoxville.

WIS-TV Columbia, S.C.; WSFA-TV Montgomery, Ala.; WCIA (TV) Champaign, Ill., and WNBF-TV Binghamton, N.Y., threatened by the FCC with swapping their vhf channels for uhf, joined AMST's request for an extension and emphasized that the time allowed for comments in this proceding was slight compared with that permitted in other, less complex, rule-makings.

Taft Broadcasting Co., which owns WRBC-TV in Birmingham, also supported AMST's request for extension. In addition to Knoxville and Birmingham, v drop-ins are proposed for Baton Rouge, Charlotte, Dayton, Jacksonville, Johnstown and Oklahoma City.

Why the public would suffer if ch. 12 is deleted from Erie, Pa., is told to Rep. Carroll D. Kearns (l) by Arthur Ingram, WICU-TV general manager (r) and Michael Csop, WICU-TV chief engineer. The Pennsylvania Republican promised all-out support to keep the vhf channel in Erie.

Senate subcommittee to resume spectrum study

The Senate Communications Subcommittee, which is looking into the nation's over-all telecommunications policy, will resume hearings this week on space communications and the manner in which spectrum space is allocated between government and non-government users.

The subcommittee will hear James E. Webb, head of the National Space and Aeronautics Administration; Lee Loevinger, the Justice Dept.'s antitrust chief; and Frank Ellis, director of the Office of Civil & Defense Mobilization, on Wednesday. Philip J. Farley, special assistant to the Secretary of State, and a Defense Dept. representative will appear Thursday.

One of the matters being considered is the proposal (SJ Res 32) of Sen. Vance Hartke (D-Ind.) to create a special five-man commission to study and report on the manner in which the spectrum is allocated. The aim of the resolution is maximum use of the spectrum.

The subcommittee, which is headed by Sen. John O. Pastore (D-R.I.), began its hearings Aug. 1, when it took testimony from the FCC (BROADCASTING, Aug. 7).

ABC-TV offers financial assistance for vhf

ASKS FCC FOR SWIFT ACTION ON 3 INTERIM STATIONS

ABC-TV told the FCC last week that it is prepared to assist financially in the construction of new interim tv stations on the third vhf channels recently assigned to Grand Rapids-Kalamazoo, Mich., Rochester and Syracuse, New York (BROADCASTING, Aug. 7).

The network, in offering "thoughts [which] may be of assistance to the commission . . ." said it "regards the establishment of temporary operations . . . to be of such importance to the public and to network broadcasting that it is prepared to assist . . ." with the approval of the commission. In a letter to each of the commissioners, AB-PT President Leonard Goldenson said the network has received "a large number of inquiries" which indicate that the channels will be eagerly sought by numerous competing applicants.

Despite past efforts of the commission, it has not proved possible to expedite the comparative hearing process, ABC pointed out, with it being of first importance that interim authorizations be made in the instant cases. Effective Sept. 11, the FCC has added ch. 13 to Rochester, ch. 9 to Syracuse and ch. 13 to Grand Rapids. In each of the three markets, there now are two commercial vhf stations operating. Consequently, a full-time third network service is not now available there.

The commission has invited proposals for temporary operations in the three cities pending a final grant and, ABC said, it is apparent that most of the prospective applicants will propose some type of interim operation. "To avoid the appearance of giving any applicant a comparative advantage, a [temporary] grant to a combination of the applicants is definitely to be preferred," ABC told the commission.

Help From FCC ▪ It would be helpful if the commission would announce what type of interim proposals it would consider acceptable, the network continued. All applicants in a given city should have the privilege of participating, but should not be required to do so, Mr. Goldenson wrote. Those applicants who do participate should share equally in financing, profits or losses, and operation. "I stress the concept of equality because unless equality of participation is enforced, it is likely that some applicants will attempt to insist on a larger share and this could well lead to the breakdown of negotiations," he said.

Officers and staff of the interim station should not include any persons associated with any of the applicants, ABC stated. "This is important to avoid jockeying for position among the applicants and perhaps some comparative advantages accruing to an applicant who succeeded in infiltrating the operation," Mr. Goldenson continued.

The transmitter site and installation for the interim station should be permanent, while temporary studios would suffice, the ABC president said. If the applicants cannot agree on a site, the FCC's chief engineer should step in, the network felt.

"I hope these thoughts may be of assistance to the commission in its efforts to establish an effective interim policy and I can assure you that ABC will cooperate in every possible way with the commission and with the applicants for the new channels," Mr. Goldenson concluded.

FCC asked to extend date for fm comments

Broadcasting lawyers, engineers and the NAB last week asked the FCC for a nine-week extension of the deadline for comments in the commission's rulemaking proposing major changes in fm allocations and operations (BROADCASTING, July 3). Comments presently are due Sept. 5, but NAB, the Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers asked an extension of the deadline to Nov. 10.

In a joint filing, the three groups said the new rules are of "far-reaching significance and raise substantial problems of a technical and legal nature." Therefore, they said, additional time is needed to prepare more meaningful comments and data to assist the FCC in reaching a final decision.

The proposed FCC rules would establish three classes of fm stations with protected service areas and minimum mileage separations. The NAB has appointed a special committee, headed by Ben Strouse of WWDC-AM-FM Washington, to study the proposal and advise the association on its comments.

At the same time the fm rulemaking was issued, the FCC asked for comments on whether the duplication of am station schedules by fms under common ownership should be curtailed. No proposed rules on this subject were issued and the FCC said none will be adopted without further proceedings.

WBEN-FM Buffalo, N. Y., also asked for "at least" a 90-day extension of the fm deadline date last week.

NO ONE ELSE CAN MAKE THAT STATEMENT!
... JUST US!

of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour

*SEATTLE TACOMA EVERETT
BREMERTON OLYMPIA

Before you buy television in the Pacific Northwest,
consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.
Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.

KTNT TV
CBS
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma

NO USE!

IT WON'T PICK UP MINNEAPOLIS!
IT WON'T PICK UP OMAHA!

KELO-LAND'S million-plus consumers can't see your tv commercial when projected from either of those cities. Only KELO-LAND'S own television hookup — KELO-LAND TV — brings your message into full view of all 103 KELO-LAND counties—every county, every tv home, and all at the same split-second of confirmed time! One rate card never bought you so much sell at such low cost per thousand!

CBS • ABC

KEL-tv-LAND

KELO-tv SIOUX FALLS; and interconnected
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, Vice-Pres.

H-R National Representatives
In Minneapolis: Wayne Evans & Associates

A MIDCO Station

BILLS BACK NFL-CBS PACT

Antitrusters Kefauver, Celler would legalize group deals for pro sports tv rights recently held illegal by court

Congress' two chief trustbusters moved last week to try to free the National Football League from the bind in which it was put by a court decision which found NFL's package television deal negotiated with CBS-TV to be illegal.

Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Antitrust & Monopoly Subcommittee, and Rep. Emanuel Celler (D-N.Y), chairman of the House Antitrust Subcommittee, introduced legislation to legally sanction the NFL-CBS agreement—and others like it.

Rep. Celler, who said he had been contacted on the matter by Pete Rozelle, NFL commissioner, and Ford Frick, baseball commissioner, announced his subcommittee will hold a one-day hearing on his bill (HR 8757) Aug. 28.

Ordinarily, Sen. Kefauver and Rep. Celler are more concerned with putting new antitrust laws on the books or with stricter enforcement of existing statutes. But in the NFL-CBS case, they feel the effect of the decision of Federal Judge Allan K. Grim (BROADCASTING, July 24) was unduly harsh.

The decision blocked a two-year, $9.3 million pact, from which each of the 14 league teams would have derived about $300,000 annually. This is more than any team has been able to get from television through individual negotiation.

Hardship ▪ Sen. Kefauver said the court decision, by forcing the teams to negotiate individually, "would work a hardship on many teams and jeopardize the future of organized team sports."

Rep. Celler noted that the rival American Football League operated under a package tv deal last year and had renewed its contract for the 1961 season. He added that the National Basketball Assn. and the National Collegiate Athletic Assn. have had the same type of television arrangements for many years, and that the National Hockey League operated under a similar television contract at one time.

Both bills expressly permit the NFL and other professional football, baseball, basketball and hockey leagues to negotiate group tv arrangements with the networks. Judge Grim had ruled that the proposed NFL-CBS contract violated a 1953 decision of his as well as the antitrust laws.

Rep. Celler said he had agreed to sponsor the legislation "to remove the inequity that exists" because the AFL is permitted to sign a group contract while the NFL is not. Another factor in his decision, he said, is that Commissioners Rozelle and Frick had assured him no attempt would be made to broaden the bill's coverage.

Differences ▪ Although the Kefauver and Celler bills would authorize package tv-sports contracts, they are not identical. The Kefauver bill contains a provision from one of his earlier proposals (S 168) which would prohibit major league baseball teams from telecasting their games into an area within 75 miles of a minor league game without the home team's permission. The provision would afford college football teams similar protection from professional football telecasts, except on Sundays, the traditional playing day for the pros.

The Celler bill does not contain this blackout provision. The New York Democrat believes it "unnecessary and undesirable." Football league and network officials oppose the blackout, arguing that while professional football teams now play on Sundays, they might want to schedule games on Saturday, when most college teams play.

Hill conferees agree on FCC revamp bill

SENATE, HOUSE NOW TO TAKE FINAL VOTE ON PROPOSAL

Senate and House conferees reached swift agreement last week on legislation to streamline the FCC. The bill (S 2034) permits the commission to delegate adjudicatory functions to individual members and subordinate employes and eliminates the mandatory right of litigants to review by the full commission.

In the only point of serious difference, House conferees agreed to a Senate provision permitting the parties to any dispute to seek commission review. The House bill would have allowed the commission to rule out in advance the possibility of review for certain types of minor cases.

Both versions, however, permit the commission to exercise discretion in granting review. Under the agreed-on legislation, litigants are guaranteed review only by individual commissioners or employe boards that would be created to hear appeals from initial decisions. The commission could limit the cases it would consider to those it

Lombardo finds lots of fair-weather friends

Everyone talks about the weather and now pressure is building up to get the FCC to do something about it. A freshet of protests inundated the agency last week, ranging from stormy to balmy, after a telegram from bandleader Guy Lombardo to Chairman Minow which complained that dramatic embellishments on inclement weather reports by New York weathercasters had dampened business at an outdoor show Mr. Lombardo runs at Jones Beach, L. I. (BROADCASTING, Aug. 14).

More than a dozen comments and protests were received last week at the FCC Complaints & Compliance Division and the barometer was still rising. A division staffer said he feels the FCC's jurisdiction in the matter is very limited unless the plaintiffs can prove that weather broadcasts have been deliberately falsified or broadcast with the motive of hurting the businesses that are protesting.

Repeaters ▪ Resort operators from New Jersey and New Hampshire strongly backed Mr. Lombardo's position. The Jerseyites cited radio comments such as "The sun may dry the beach, but now it looks like the Everglades swamps" and "If you're going on the boardwalk, you'd better take a coat." The New Englanders accused some radio stations of running gloomy early-morning predictions throughout the day, despite official weather bureau revisions predicting good weather. The latter problem might be settled, the FCC suggested, if stations give the time the forecast was made when broadcasting it.

Several business interests and Chambers of Commerce wrote their congressmen to complain of weathercasts. The letters were forwarded to the commission.

Two private weather-predicting firms added to the tumult. One, taking a swipe at "the high degree of error" in U.S. Weather Bureau reports, said it is asking the Dept. of Commerce to investigate radio-tv weathercasts. Another told the FCC it thinks the problem is "worth more than passing notice."

Back to Normalcy ▪ Thomas C. Orr, vice president of the Ask Mr. Foster Travel Service, wired Chairman Minow, urging that "tv weather forecasts be tempered before they arouse more tempers." He said programs originally intended to be a public service have degenerated into "vehicles for fashion models, would-be actresses and even cartoonists." He asked that the country be "allowed to return to normal" and vacationers be allowed to take their chances with the weather.

The *Auto Laundry News*, Detroit trade publication for the car-washing industry, said that broadcast weather reports seemed always to err on the gloomy side. If forecasters predict rain, people don't have their automobiles washed. The *News* pointed out.

Embroidery ▪ Robert Moses, president of the Long Island State Park Commission, wired complaints to the FCC announcing that he has requested all New York City stations to avoid "dramatic and fanciful embellishments and interpretations added to factual reports."

WPIX (TV) New York, to calm Mr. Lombardo's wounded feelings, invited him to conduct the weekend weathercasts last weekend. Which he did.

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thinks are of major importance.

In another matter, the conferees agreed that functions could be delegated or withdrawn by a majority of those commissioners holding office, as provided in the House bill. The Senate version would have permitted these actions by a majority of the commissioners present and voting.

The legislation, which now goes back to Senate and House for final approval, was introduced as a substitute for the President's FCC-reorganization plan, which the House killed, largely on the ground it would give the chairman too much power (BROADCASTING, June 19).

The respective Senate and House bills which followed closely recommendations submitted by the FCC, were introduced by Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, and Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee. They also headed the conference committee on the bill.

Government briefs...

Set for hearing ▪ The Securities & Exchange Commission last week, at the request of Broadcast International Inc., New York, set for hearing the agency's suspension of 60,000 shares of common stock offered by BI to the public June 2, 1961 (BROADCASTING, April 10, July 10). The SEC suspended the offering June 29 on charges that the prospectus made false and misleading representations as to the clients and officers of the company and the use of proceeds.

COMING... SEPT. 3rd!

✱✱✱✱

✱ the TALLEST TOWER in the SOUTH...makes SHREVEPORT the Nation's Newest 3-Station TV Market

✱ 300,000-*plus TV HOMES!*

✱ *MAXIMUM Power!*

✱ *CITY-GRADE signal in TWO standard metro areas!*

. . . covers TWO markets with ONE cost! . . . and BLANKETS the tri-corners of Texas, Arkansas, Louisiana!

KTAL★TV

CHANNEL 6

NBC for

SHREVEPORT

TEXARKANA AND THE ARK-LA-TEX

Walter M. Windsor
General Mgr.

James S. Dugan
Sales Director

**1,580 feet above average terrain! For the complete "Kay-TALL" story get the facts from . . .*

BLAIR TELEVISION ASSOCIATES
National Representatives

Reception highlights State Department briefing

Some 350 broadcasters attended a State Dept. foreign-policy briefing for radio-tv and print-media newsmen last week. High point in the two-day affair was a reception given by Secretary of State Dean Rusk Monday in the impressive State Drawing Room, atop the new State Dept. building. In the photo at the left, Secretary Rusk (right) greets J. Leonard Reinsch, executive director of the Cox Stations and radio-tv advisor to President Kennedy. In the photo at the right, Charles E. Bohlen (center), special assistant to Secretary Rusk for Soviet affairs, chats with James Borman(left), news director of WCCO Minneapolis, and David Mohr, of WJAR-AM-TV Providence, R. I. Other senior government officials who addressed the briefing session and attended the reception for informal conversations with the newsmen were Gen. Lyman Lemnitzer, chairman of the Joint Chiefs of Staff; Foy Kohler, assistant secretary of state for European affairs; Walter P. McConaughy, assistant secretary of state for Far Eastern affairs; and Arthur H. Dean, chairman of the U. S. delegation to the nuclear test-ban talks in Geneva, Switzerland.

House committee okays aid to etv

A federal aid to educational television bill (HR 132), which had run into unexpectedly stiff opposition in the House Commerce Committee, finally won that group's approval last week.

The bill, sponsored by Rep. Kenneth Roberts (D-Ala.), would make $25 million in matching funds available to the states for the preparation of surveys and the installation and acquisition of educational television facilities.

In two executive sessions, Southern Democratic and Republican members of the committee had come close to killing the measure (BROADCASTING, Aug. 14). The session last week, however, was comparatively serene, as the bill was approved by a 21-3 vote.

While the bill requires states to match the federal aid on a dollar-for-dollar basis, those that pioneered in educational television would get consideration. An amendment introduced by Rep. Robert W. Hemphill (D-S. C.) would entitle states wishing to expand an existing station, to an additional grant of up to 25% of the cost of their etv facilities.

Another amendment, offered by Rep. John E. Moss (D-Calif.) specifically prohibits federal control over the programs broadcast by the etv stations. He said later he felt this was already implied in the bill but he added his amendment to ease the fears of some committee members.

Although it finally won the backing of a sizeable majority of the Commerce Committee, the bill still faces a high hurdle in the Rules Committee, where a similar bill died in the last Congress.

The Senate has already passed an etv bill (S 205), but it differs from the House bill.

Time limit set for listeners' complaints

Members of the public who have something to say about an FCC licensee must do so within 30 days after an application for renewal is tendered for filing or set for hearing.

Noting that its present rules—adopted three weeks ago (BROADCASTING, July 31)—do not clearly specify a time limit for protests from the public, the commission amended its new rules requiring local notification last week. Applicants for renewal are required to inform the public, at the time their application is tendered and again if a hearing is scheduled, that comments may be made to the commission.

The rules change was taken by an FCC "board" consisting of Commissioner Robert T. Bartley, acting chairman.

USIA's budget upped by Senate committee

The Senate Appropriations Committee last week grudgingly recommended that the Senate vote the U. S. Information Agency $138.9 million for its propaganda activities in fiscal 1962, which began last July 1. The total is $4.1 million more than that approved by the House but $12.5 million less than the administration requested.

In reporting its recommendations to the Senate, the committee said it has "serious reservations about the effectiveness of many" USIA activities. The report expressed the hope that the new USIA director, Edward R. Murrow, "will bring needed improvements and the development of a strong, competent agency which will display initiative and aggressiveness in attacking the evils of communism and telling the good things about America."

The report didn't mention the Voice of America specifically, but that operation has come through the budget-hearing process in good shape. The House approved $19 million for the Voice, and the agency considers that amount sufficient for the present. USIA, however, plans to seek an additional $2.4 million in a supplemental appropriation, of which $1 million would be used to strengthen the Voice.

Shure reports gains abroad

The fear of foreign "cheap labor" electronic competition both here and abroad has been overemphasized and U. S. quality gear can beat the price phantom in the world market, H. I. Blumenthal, export manager for Shure Bros., Evanston, Ill., said last week in a report on the growth of the firm's foreign sales. Shure makes broadcast microphones and other components.

Mr. Blumenthal said that Shure sales abroad show that high quality American electronic products "are now gaining a foothold" in Asia as well as Europe, selling at prices "well above competitive foreign brands." These markets traditionally have been dominated by their own locally-made goods, he said.

ITA expands sales units

ITA Electronics, Lansdowne, Pa., last week announced an expansion of its sales activities to better serve its customers. The enlarged sales operation will be headed by A. S. Timms, formerly field service engineer at ITA.

Industrial sales will continue under Eliot S. Baker, recently elected a vice president. He will direct sales of special ITA products for industry, government and research applications.

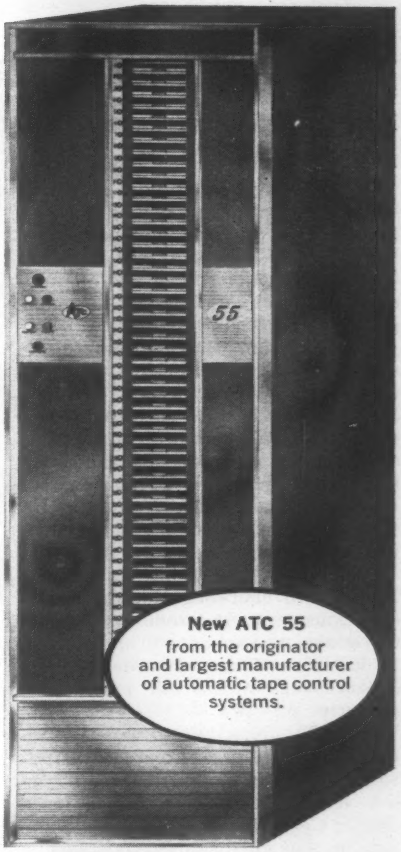
U. S. sues in merger

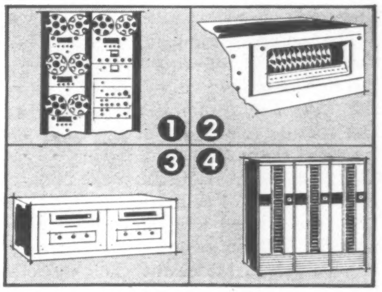
The proposed merger between Ling-Temco Electronics Inc. and Chance Vought Corp. has been attacked by the federal government. The Dept. of Justice on Thursday filed an antitrust suit in Dallas federal court. U. S. District Judge Joe E. Estes denied a government request for a restraining order and set Sept. 11 as the date for hearing on a preliminary injunction.

Technical topics . . .

Agency appointed ▪ Federal Mfg. & Equipment Corp., Garden City, N. Y., appoints The Zakin Co., N. Y., as its agency, effective immediately. Federal manufactures a complete line of tv station equipment and other communication devices. Advertising will be in radio-tv trade and specialty publications.

Quieting amplifier ▪ The Ron Electric Co., Livingston, N. J., has developed an automatic background quieting amplifier, Gate Amplifier 40 A, designed to key itself on and off with the sound intended for transmission. The unit is designed for standard rack mounting, 3-¼" panel space required including self-contained power supply and VU meter. Further information is available from the company.





Programming center for full or part-time automatic broadcasting

Plays up to 55 tape magazines and can be used to automatically start other broadcast equipment after any magazine.

New ATC 55 from the originator and largest manufacturer of automatic tape control systems.

The remarkable ATC 55 allows use of regular staff voices at all hours, with a minimum number of personnel on duty. Ideal for early morning and late evening hours, or to clear announcers for other duties during certain hours of the day. Lets you use your best talent during week ends or for separate FM operations. The ATC 55 will automatically play back up to 55 magazine-loaded taped spots, themes, and production aids; up to 165 full length musical selections, without resetting or reloading. It is also designed to operate in conjunction with other broadcast equipment. A special 3200 cycle auxiliary control tone may be inserted at any point in the sequence to start (1) material recorded on reel-to-reel tapes, (2) a Seeburg record changer, or (3) the standard ATC units. Used in multiples of two or more (4), the ATC 55 may be programmed to play in any desired sequence automatically. It delivers the highest quality broadcast reproduction. And, best of all, it is so easy to operate that any of your personnel can run it. Write, wire or phone collect for complete information and literature today.

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Room 107 • Bloomington, Illinois

TELE-WEST AIMS FOR U.S. TV MARKET

Taped English-language productions cost 50% less

Tele-West Productions, a West German producing organization, is aiming for the United States market by preparing drama programs on tape in English as well as German. The company claims production costs are approximately one-half of those for a similar program produced in the United States.

Ronald Kahn, joint managing director of Tele-West, Duesseldorf, who was in New York on business recently, said he has approached various networks and producers here in the hope of arranging co-production deals. He said he has received "a great deal of encouragement" and is returning to Germany to make a report on the progress of his talks.

Made a Sale ▪ During his visit, he showed two hour-long taped programs to various networks, producers and station groups and sold one of the dramas, *A Child's Game,* to Metropolitan Broadcasting, which will present the property on two of its stations—WNEW-TV New York and WTTG (TV) Washington, D.C. Tele-West also has produced, in German and English versions, another hour-long taped drama, *Concerto for Combs.* Mr. Kahn said he thought that the production in two languages, using the same actors for both versions, is a unique technique.

Mr. Kahn is a native of Germany who lived in the United States more than 20 years and has worked with various Hollywood film companies and with Bartell Broadcasting Corp. in sales and programming capacities. He returned to West Germany last year and formed Tele-West in association with several German film and tv executives.

Mr. Kahn believes there are several factors that contribute to the saleability of programs produced in Germany for export to the U.S. He cited these: there is a substantial pool of performers who can speak English as well as German because they lived in the United States, England and Australia during the years of Adolph Hitler's rule; the production cost is about one-half of the U.S. rate because scales for actors and technicians are considerably lower; there is an adequate pool of capable dramatic writers living in Europe.

Sequences are shot initially in German; then the same sequences are shot in English. Mr. Kahn said on the first two programs Tele-West has produced, the shooting was in the film technique, with scenes edited in sequence at a later date.

The co-production transactions Mr. Kahn has been offering U.S. producers and networks involve the use of a name U.S. star and director and a German cast for the remainder of the roles. He believes there is "wonderful opportunity" in Germany because the country is now the No. 4 tv market (behind the U.S., the United Kingdom and Japan) with five million tv sets and the number of receivers is increasing each week as the country awaits a second tv network in 1962.

A scene from a West German hour-long tv drama, 'A Child's Game,' which was produced in Berlin with actors preparing English-language as well as German-language versions of the program. Initial sales on the program were to Metropolitan Broadcasting for WNEW-TV New York and WTTG (TV) Washington.

IBS signs Japanese affiliations pact

International Broadcasting System Inc., New York, last week announced the affiliation of Japan International Broadcasting System as a first link in a proposed worldwide chain of radio-tv networks to interchange programs and to interest advertisers in their sponsorship.

The affiliation was signed in Tokyo last week by John M. Keesing, IBS executive vice president, and Saburo Matsukata, board chairman of the Japanese company. The plan is to provide a clearing house in New York for production and distribution of "suitable" programming anywhere in the world.

The next link in the system, a Central American network, is expected to become IBS-affiliated within two weeks. Programming throughout the projected global system will be largely public service in nature, and it was emphasized that "everything that goes out will be paid for." Mr. Keesing candidly told a news conference in New York: "The project is altruistic, but with a selfish motive—we know money can be made."

Mr. Keesing said he will be in Europe in September to negotiate two additional IBS-affiliated networks.

The Japan IBS was formed especially to participate in the new worldwide system. It will cover the geographical area of Japan proper, Republic of Korea, Okinawa, Hong Kong, Nationalist China, the Philippines, Thailand, Burma, Singapore and Malaya.

L. Nicholas Dahlman, president of IBS in New York, reported that through the services of IBS, advertisers and tourist offices will be able to pinpoint their messages anywhere in the world in the "most acceptable and effective manner." (In 1958 Mr. Dahlman organized Broadcast Planning Corp., which is now a wholly-owned subsidiary of International Broadcasting System. Broadcast Planning performs a public interest program service for local tv stations in the U. S.)

Mr. Dahlman stated that IBS will be its own sales representative, and by November the company will be ready to announce a rate card applicable to all stations in the affiliated networks.

Official-Fremantle agree

Official Films Inc., New York, entered an agreement last week with Fremantle International Inc., New York, for Fremantle to handle distribution of five Official tv film series in various parts of the world. Fremantle will sell *Peter Gunn, Mr. Lucky, Wire Service, The Dupont Theatre* and *Yancy Derringer* in Italy, and distribute all the series except *Peter Gunn* in the French-speaking countries of Europe and all of Canada. The contract was signed by Paul Talbot, Fremantle president, and Seymour Reed, Official president.

East Germany not member

The reference to a delegation representing East Germany at the Stockholm European Broadcasting Conference (BROADCASTING, Aug. 14) was in error. East Germany is not a member of the International Telecommunications Union and, therefore, is not eligible to seat a delegation. There were East Germans attending the conference as members of the delegation representing the Eastern European Broadcasting organization (OIRT).

ABC said buying 25% of Toronto tv outlet

American Broadcasting Co., New York, is reported in the *Toronto Daily Star* as having acquired 25% of CFTO-TV Toronto, Ont., the maximum amount permitted to a non-Canadian citizen or company. ABC is said to have bought part of the 17% owned by television personality Joel Aldred, Toronto, part of the 10% owned by Ted Rogers, Toronto, and part of the 10% owned by Paul Nathanson, Sovereign Films Ltd., Toronto.

Mr. Aldred has been president of CFTO-TV since its inception early last year. The station went on the air as Toronto's second station at the end of 1960. Mr. Aldred and Ted Rogers own CHFI-FM Toronto.

No comment from Mr. Aldred or John Bassett, chairman of CFTO-TV and publisher of the *Toronto Telegram*, was available. The sale of shares is subject to approval by the Board of Broadcast Governors. ABC in New York had no comment.

Financial losses heavier than anticipated in the first year of operation are at the base of the reported sale. Mr. Aldred was removed from active management of the station in May when it showed such losses.

Similar problems have plagued CHAN-TV Vancouver, B. C. (where the management has changed in recent months), during the first year of operation. The licenses for these stations were awarded by the BBG to companies and individuals with no previous broadcast station management experience. Other second station applications in these cities by radio broadcasting stations were turned down by the BBG. In cities were second tv stations are affiliated with successful broadcast stations, no such problems have appeared on the surface.

Abroad in brief...

New agency ▪ Huxley-Irwin Ltd. has been formed in Hamilton, Ont., Can., to provide services to advertisers in the consumer, agricultural and industrial fields. The new firm is headed by Michael K. Irwin, president, and John W. Huxley, vice president. The agency is headquartered at 70 Stanford Ave., North, Hamilton, Ont. Telephone: Jackson 8-0058.

Stations boost power ▪ French-language CFCM-TV Quebec City, Que., and its English-language sister station CKMI-TV both boosted power last month. CFCM-TV jumped from 12.7 kw video to 100 kw to cover 220,000 homes from a new transmitter. CKMI-TV increased video power from 5.6 kw to 13.850 kw; using CFCM-TV's old transmitter, it covers the 156,000 homes which used to lie in the French-language station's area. Both stations are owned by Television de Quebec (Canada) Ltd.

Radio provides ▪ To test radio's power in providing leads for its agents, Prudential Insurance Co. of America recently bought five morning spots over CJRH Richmond Hill, Ont. Offer of a "Map of Discovery" drew 75 telephone callers, about three times as many as company officials had expected.

Ford of Canada ▪ Ford Motor Co. of Canada has signed a $22,000 contract for a nightly news-in-depth program over CFRB-FM. On week nights, show will not work to rigid time limits, may last a full hour when news is heavy, other times may stop after 10 minutes.

Tax imposed ▪ Tv commercials, filmed or taped in the United States for use in Canada, will have to pay a 20% duty based on cost of total production when entering Canada, under new regulations imposed following a brief from local producers. British commercials have to pay 15%. In addition, there is an 11% sales tax based on total production costs plus duty. However, tv commercials made for and used by U. S. companies, and then sent to Canada for use by subsidiary firms, are not affected by new customs regulations.

Rep appointments ▪ CJOY Guelph, Ont., has appointed Air-Time Sales Ltd., Toronto, Ont., as exclusive representative. CKNW New Westminster, B. C., has appointed Stephens & Towndrow Ltd., Toronto, Ont., as exclusive representative.

Several Canadian am's being sold to groups

Sales of a number of Canadian radio stations are underway, subject to approval by the Board of Broadcast Governors. CKRM Regina, Sask., in operation since 1926, is being sold to a group associated with CKSO-AM-TV Sudbury, Ont. It is understood this is the first of a number of stations this group plans buying.

CFUN Vancouver, B. C., is reported sold to Gordon W. Burnett, CHOW Welland, Ont.

BBG and its predecessor the Canadian Broadcasting Corp. have in the past not favored multiple ownership of stations by any one group, nor by interests outside the locality in which the station is situated. Approval of these two sales by the BBG will be watched with interest by the industry as setting a precedent for more radio and tv station sales to groups owning stations in other parts of Canada.

CHALLENGE

...in the land of Profitunity!

"Challenge" created by WFLA-TV is a continuing series of documentaries in dimension focusing on ordinary people in extraordinary pursuits — from the issue of Discrimination to Education; from Beauty Queens to Population Explosion; from Harbor to Highroad. Its purpose: to interpret to the community we serve the many activities that serve the community.

The response of the public has been tremendous — and immensely satisfying to us. And "Challenge" is only one of *hundreds* of documentary public interest programs produced on this station and applauded by the public.

"Challenge" is available to advertisers — another reason to spot your product or service on WFLA-TV. Rates and information on request.

Channel 8 delivers a rich, busy 28 county area that includes The Tampa-St. Petersburg Metropolitan Market — Florida's 2nd and the nation's 28th Retail Sales Market.

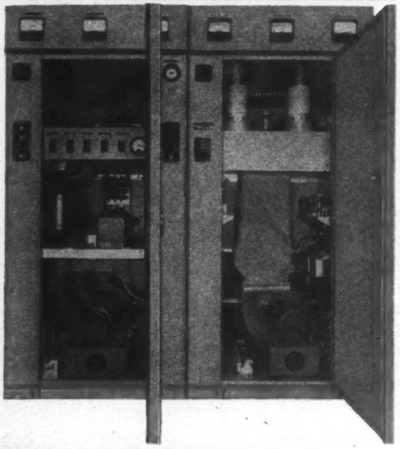
Channel 8

National Representatives — BLAIR-TV

wfla-tv

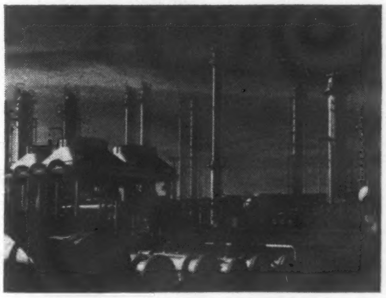
TAMPA ST PETERSBURG

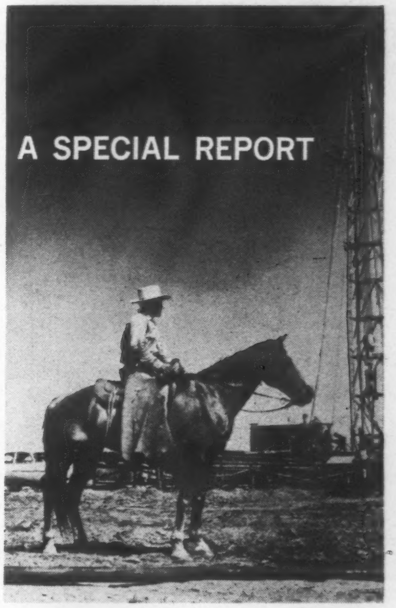
NOW AVAILABLE 5-10 KW TRANSMITTERS WITH SILICON RECTIFIERS



UNMATCHED PERFORMANCE . . . DEPENDABILITY . . . RELIABILITY . . . MAINTAINABILITY . . . ARE YOURS IN CONTINENTAL'S TYPE 315B/316B 5-10 KW AM BROADCAST TRANSMITTER . . . **NOW AVAILABLE WITH SILICONS IN THE HIGH VOLTAGE RECTIFIER SUPPLY.** WRITE FOR FULL INFORMATION AND STRICTLY COMPETITIVE PRICING RIGHT AWAY!

Continental Electronics
MANUFACTURING COMPANY
4212 South Buckner Boulevard ■ Dallas 27, Texas ■ EVergreen 1-7161 ■ SUBSIDIARY OF LING-TEMCO ELECTRONICS, INC.
Designers and Builders of the World's Most Powerful Radio Transmitters





Today's Texan too busy for tall tales

SCIENCE HAS ADDED MIDAS TOUCH TO STATE'S BOUNTIFUL RESOURCES

Texas of the 60s isn't Texas any more.

It's bigger and better. Bigger as an industrial, commercial and farming complex. Better as a developing marketplace fitted with the best facilities of the astro-economic era.

Today's Texas looks little like the lusty Texas of pre-World War years. It's different from post-war Texas after the chemistry had been brought in by the military. And the last decade has seen a reshaping of its productive, distributive and cultural facade.

Big, bragging Texas has succumbed to the sweep of a population and industrial shift toward the Southwest. Its surface is studded with the tall pipes and stills of petrochemistry. The gadgetry of science is overrunning the land of the cowpoke and gusher-blessed millionaire.

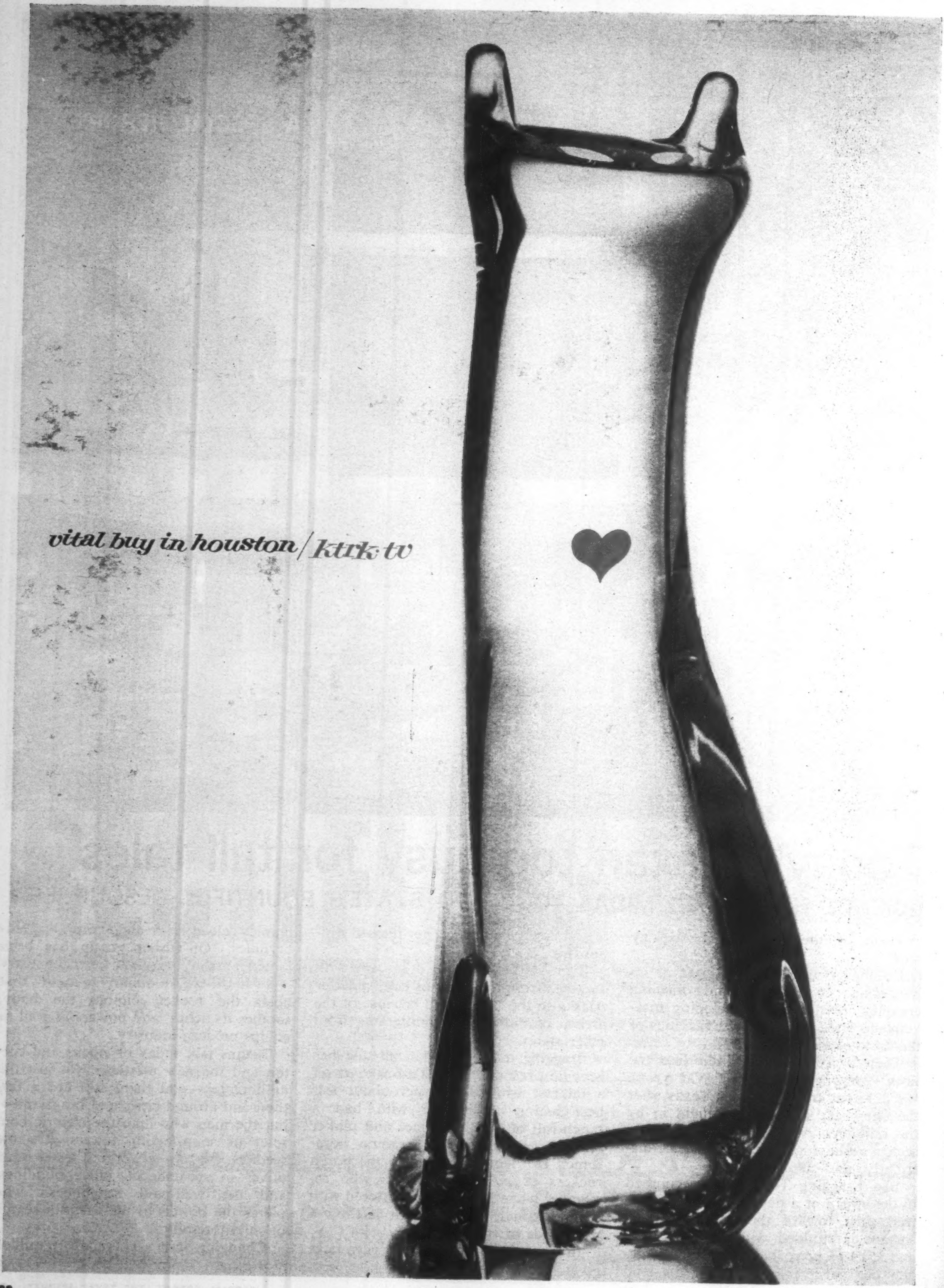
Even the Texas gag is dying out, with an assist from the entry of land-superior Alaska to the Union and because of the arrival of millions of immigrants from other states.

Bragging a Bore ▪ The tall tale has become tiresome. Few Texans start off a talkfest with a whopper about this heel-kicking millionaire who had a ranch-full of pink Cadillacs and pinker blondes. Bragging has become boresome. It's being relegated to the porch rockers of mellow oldtimers who remember when Main St. was littered with buffalo bones and the sign left by a past mode of transport.

In Texas, 1961 model, the gags have given way to talk of supersonics, economics, electronics and, naturally, embryonics. Oil-gusher gossip has been joined by the jargon of petrochemistry—a multi-billion-dollar miracle that abets the rocket, clothes the body, soothes its aches, and powers as well as equips modern industry.

Texans talk today of stocks and cotton and the new plastics. Not just the millionaires—and there still are a few thousand around cities and rangeland—but the men who man the electric consoles of soup-mixing towers at cattle feedlots, the top-drawer and lesser executives in spearshaped office buildings, and the well-paid roughnecks who pierce the bowels of the earth in search of still more oil.

Changing State ▪ There are 10 million stories and 10 million people in Texas


vital buy in houston/ktrk tv

of the 60s. A month and 5,000 miles on the trail will reveal a few of the stories and permit contact with a few hundred business people.

Today's Texas is changing. Five years ago BROADCASTING took a look at the Texas economy (BROADCASTING, July 23, 1956). What it saw was good, but nothing bearing resemblance to the tall tales. Texas was still talking it up back in 1956, but a change was taking place.

The rapid rise of Texas into one of the nation's important industrial states —fastest growing in the U. S.—somehow didn't fit into the pattern of thigh-slapping whoppers about oil and cattle barons.

Texans don't know how to brag, the 1956 Texas analysis contended. They ignore the transition of the people and wide open spaces into an important market blessed with the fruits of the nation's highest farm income and the balanced economies stimulated by industrial expansion supported by more mineral resources than any other state.

In five years there have been important changes, most of them favorable. But there is a stark, conspicuous exception—oil.

Oil the Exception ▪ Oil! More oil, much more than anywhere else in the United States. "Oil is sick," a Texas oil man said. That's an extreme view.

Production has been cut by state rationing to eight days a month. "Eight lousy days, yet they keep pumping 16 even 20 days in other states," he added (see oil-gas-petrochemistry, page 62).

The story sounds and is painful. It's not pleasant for those who live off oil and oil production, but not as gruesome as it sounds for Texas produces well over a third of all U. S. oil.

It's a petroleum paradox, however. Texas has achieved an economic miracle in the last few years. It has survived a blow in the oil-enriched belly that might have crippled a weaker business structure.

Business Better ▪ Right there is living proof that Texas is tough. Business, except oil, is better than ever. There's plenty of oil to feed the refineries and petrochemical plants. And there's gas to feed the same industrial structure. Oil production will hold its present level, many top oil men say, and it may increase.

In the period of its oil miseries Texas can offer this evidence of business durability during the five-year period 1956-61. In the half-decade these trends are noted:

- Manufacturing production up 15%.
- Population up 8%.
- Personal income up 21%.
- Per capita income up 12%.
- Farm income up 23%.

All around Texas are signs of economic maturity. The hotter boom areas are leveling off in many spots, still climbing at a startling pitch in others. Statewide the trends are healthy, commanding the attention of those in the business of selling goods and services.

Five years later, a month-long look from the Panhandle to the Rio Grande, from El Paso to Orange, reveals an area that throbs with commercial vitality.

End of Feud ▪ Dallas can't tell where it ends and Fort Worth begins; the latter is shedding its Cowtown monicker. And this is breaking up a delightful municipal feud.

Houston may start piercing the subtroposphere if its skyscraper binge continues.

The Gulf Coast is tube-and-tank happy—the greatest petrochemical industry in the world, a golden crescent of processed mineral wealth.

East Texas is growing trees faster than it chops them down for paper, and keeps adding to its oil-gas-chemical facilities.

A ribbon of new industry and business stretches westward from Abilene, in west central Texas, to Midland and Odessa.

El Paso's central city more than doubled in the 1950-60 decade.

San Antonio's military foundation base is supporting a growing populace.

Corpus Christi is pacing the Gulf growth.

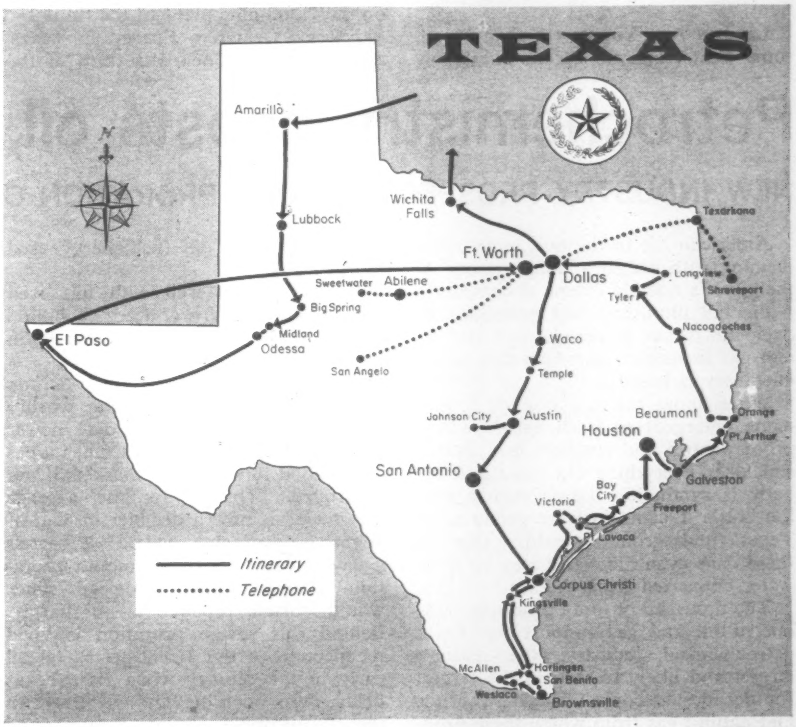
Lubbock maintains its fancy pace.

Amarillo is having a gas, helium and chemical splurge.

Wichita Falls is in a building boom.

Waco and Austin are benefitting from the shift of population and industry.

Big Spenders ▪ The 10 million people comprise a consuming market that is stimulating the transition from a raw-material toward a fabricating state. Advertisers find Texas a good place to



The basic contours of Texas are the same but the markets aren't. This itinerary, consuming the entire month of July, plots the air and highway route taken by J. Frank Beatty, senior editor of BROADCASTING, in search of the story of the new Texas.

Five years ago he traveled a similar trail, describing the entry of the Lone Star state into industry and commerce, replacing and/or supplementing the basic oil-cotton-cattle income of the past.

The remaking of once-howling Texas can be understood only by on-the-scene inspection. This review of the new Texas market is based on nearly 5,000 miles of travel, hundreds of personal interviews, research into the files of local enterprises, and the extensive facilities of the U. of Texas Bureau of Business Research directed by Dr. John R. Stockton.

This is one of a series of regional and major market reviews by BROADCASTING.

advertise. The people spend a larger share of their pay than is the case in most states, apparently because of the fast growth, the relatively young populace and the spirit that prevails in a market that's on the make. After all, only three states gained more people in the 1950-60 census returns.

Many economists are coming to the new definition of a market as the area covered by a good television signal. Texas has plenty of these—two score of them, reaching out from West Texas into New Mexico, Kansas and Oklahoma, with the help of community boosters; from Wichita Falls into Oklahoma; from east Texas into Arkansas and Louisiana; from border states into improving Mexican markets.

Along with the tv stations are 300-odd radio stations. Fm lagged in most parts of Texas but caught fire in Houston which has as many fm as am stations.

Leaders Are Young ▪ Young blood, some of it from pioneer families, now leads the march of Texas. The fast millions are no longer made in oil. Instead the growth is paced by industry—big firms and little firms. The money comes from Texans and from East and West (see business story page 68).

"Distance ceases to be a Texas problem," said Dr. John R. Stockton, director of the U. of Texas Bureau of Business Research. And Todd G. Cole, executive vice president of Delta Air Lines added, "Commercial aviation has moved Texas to within a few hours of the nation's financial and governmental centers." Delta was awarded new flights this summer to the West Coast and Las Vegas. They're at 60% capacity already.

Speed and energy loom in the future of Texas. The aeronautics center around Fort Worth and Dallas, where the 1,400-mile-an-hour Hustler (B-58) bomber was sired, is hoping to build more Hustlers and is quietly working on the 2,000-mile plane of the future.

Energy Center ▪ Energy is Texas' dish. It supplies nearly a third of the 42,000,000,000,000,000 (or quadrillion if figures baffle you) units of energy (BTUs) used up by the United States in a year.

"Texas is adjusting to the oil slowdown," Dr. Stockton said. "Personal income is up. Gas has increased 15%. Minority groups are improving their economic status. Growth is substantial and healthy. Texas must get new industries, fabricating plants that process oil, gas, food and other resources into finished goods.

"We will have 10 million people before year end. Retail sales are now $12 billion a year. Chemical industries will grow. Manufacturing will determine the shape of the future Texas."

Add it all up—No. 1 petrochemical state (650 plants), half of the nation's synthetic rubber, two-thirds of its polyethylene (basic chemical and plastic material), one-third of U. S. oil output, half of U. S. oil within pipeline reach, half of U. S. gas reserves, ocean and barge transport to all the nation and a network of pipelines—add all that and Texas promises to make more exciting economic history in the 60s.

Petrochemistry boosts oil, gas profits

NEW INDUSTRY PROSPERS THOUGH PRORATION CUTS PETROLEUM OUTPUT

American life in the 60s, mobile and teeming with gadgetry, supports one of the world's notable chemical complexes —the tall plumbing that protrudes all over the Texas landscape and the oil and gas industries on which this petrochemistry is based.

When mom takes a box of brand-name detergent to wash baby's waterproof panties and rompers in a plastic sink dish, everything but mom and the baby is synthetic. Baby's aspirin plus the bottle it came in were products of Texas' underground wealth. One of these days even the water may be fresh water converted from the sea.

The thousand or more products made out of oil and gas support the Texas petrochemical industry, the nation's largest and likely to remain the largest for decades to come. The basic crude and natural gas from which these products are made provide the greatest source of power, heat and chemicals.

Raw Materials ▪ Texas exploded out of its original cow and cotton economy when oil was discovered. It started to become an industrial state when oil and gas supplied the raw stuff for plastics, synthetic fibres, rubber tires, detergents, pharmaceuticals, machinery—the list of products runs on endlessly.

As long as Americans live well, dress neatly and keep moving there will be a prosperous oil, gas and petrochemical economy in Texas. Texas provides nearly a third of all fuel energy used by the U. S.

But all is not well with oil, even though Texas has produced 24 billion barrels—close to a billion barrels in 1960 alone.

The sad fact remains there is too much oil coming out of the world's underground. Imports from newer fields in the Near East and other areas could flood international markets if not controlled. That's why the average Texas well is now a dribbler instead of a gusher, averaging maybe 12 barrels a day under eight-days-a-month proration. Texas wishes other oil states would curtail production as sharply. Behind this severe proration is vivid recollection of the 3-cent-per-barrel oil early in the century when East Texas fields were booming and gushing. In the 30s oil prices dropped from around $8 to 10 cents a barrel; now it's about $2.50.

Present production schedules run a fraction of those a decade ago. A third of Texas wells are exempt from proration limits because they are shallow or starting a new life with the help of water-flooding or gas pressure-builders.

Not Too Gloomy ▪ The oil story is gloomy, but not too gloomy. The miracle, of course, is that Texas' economy has risen steadily in the last five years during petroleum's troubled times. After all, petroleum supports a third of the Texas manufacturing-mining employment. Jobs in the oil and gas industry have dropped 23,000 in a decade. Drilling continues at a lower rate and suppliers of oil-field equipment and materials have suffered heavily.

"Oil has reached a level," according to Dr. John R. Stockton, director of the U. of Texas Bureau of Business Research. "The plain fact is we have more oil than we can sell."

As oil settles down to this less boomy level, gas and petrochemicals take up the slack easily and point the way to a new prosperity. Gas, it's realized, is doing to oil what oil once did to coal. A cheap fuel, gas can be used without processing though actually it's stripped of rich hydrocarbons to feed a share of the petrochemical industry. Of all natural fuels, gas is the only one on which the price is controlled by public agencies.

Supplies Much of U. S. ▪ Extensive underground networks of pipes take Texas gas to three-fourths of the states, providing half of all the gas consumed in the nation. Although there's too much oil for a peacetime world, the gas supply isn't at all inexhaustible. Half of the gas in the Carthage Field of East Texas has already been removed, according to those who deal with the problem. The production in Texas is rising over the 5 trillion (cu. ft.) yearly mark.

TEXAS ECONOMY, 1956-60*

Compiled for BROADCASTING by Bureau of Business Research, U. of Texas, from its own data and federal, state and private industry sources†

	1956	1957	1958	1959	1960
INDUSTRIAL PRODUCTION					
Total industrial production, index	166	169	159	170	173
Total manufacturing production, index	187	195	192	207	216
Total durables production, index	215	231	223	242	249
Total nondurables production, index	174	178	178	190	200
Total mineral production, index	146	144	127	135	131
POPULATION					
Population estimates on July 1 (in thousands)	8,906	9,120	9,314	9,453	9,617
INCOME					
Personal income (in millions)	$ 15,422	$ 16,556	$ 17,129	$ 18,041	$ 18,683
Per capita income	$ 1,732	$ 1,815	$ 1,839	$ 1,908	$ 1,943
Ratio of Texas per capita to U. S. per capita	87.7	88.6	89.1	88.4	86.7
ELECTRIC POWER					
Total electric power consumption, index	312	341	337	377	404
Industrial electric consumption, index	331	360	331	373	388
CONSTRUCTION					
Total construction, index (1957-59=100)	78.4	86.8	104.1	109.6	105.5
Total residential construction index (1957-59=100)	66.7	79.1	111.3	110.8	90.6
Total nonresidential construction, index (1957-59=100)	95.8	95.8	95.4	108.2	130.7
EMPLOYMENT—Wage and salary workers only (in thousands)					
Total nonagricultural employment**	2,412.2	2,472.2	2,441.8	2,512.7	2,541.5
Total manufacturing employment**	471.9	483.8	480.9	488.8	490.0
Total durable goods employment**	228.6	239.0	229.1	234.4	232.5
Total nondurable goods employment**	243.3	244.8	251.8	254.4	257.5
FARM INCOME					
Farm cash income, index	91	87	121	117	112
Farm cash income (in thousands)	$1,773,903	$1,701,993	$2,360,207	$2,281,531	$2,174,442
RETAIL SALES					
Census of retail sales (in thousands)	1954—$9,032,371		1958—$10,412,737		
Total retail sales (in millions)	$ 10,043	$ 10,554	$ 10,739	$ 11,456	$ 11,508
Per capita retail sales	$ 1,128	$ 1,157	$ 1,152	$ 1,212	$ 1,198
MISCELLANEOUS BUSINESS BAROMETERS					
Texas bank debits, index	217	229	234	260	270
Crude oil runs to stills, index	148	144	136	143	147
Crude oil production, index	131.8	129.1	111.2	115.4	109.1
Cement production, index	187	160	185	197	168
Miscellaneous freight carloadings in the Southwestern district	93	83	77	81	78
Texas business activity, index	190	195	197	218	226
Natural gas production, index	184	185	185	197	205
Sales of ordinary life insurance, index	285	356	379	409	416
Gasoline consumption, index	174	171	182	178	176
Newspaper advertising linage, index	158.4	163.6	160.2	176.7	172.8
Value added by manufacturers—total (in thousands)	1954—$3,501,706		1958—$5,036,858		
Value added by chemical manufactures (in thousands)	1954—$ 722,056		1958—$1,063,313		

*The base for all indexes is 1947-49=100 unless otherwise specified.
**Data prior to 1958 is not comparable to later data due to changes in the Standard Industrial Classification Code.
†Total and per capita retail sales from "Sales Management."

Gas, by the way, introduced the word "trillion" into Texas economics.

The magic word in petrochemistry is "on-stream," the opening of a new plant. A $25-million Mobil ethylene plant went on-stream in July in the Beaumont-Port Arthur-Orange complex. It's now at capacity, turning out high-purity ethylene from which many intermediate plastics come later to become food wrappers or greenhouses, bottles or shirts and suitings.

To the westward 600 miles, Rexall is winding up work on a tube-and-tank neighbor to the huge Odessa plants of El Paso Natural Gas Products Co. and its best customer, General Tire. El Paso makes the basic products used in synthetic rubber for tires; General Tire converts it into tire material for fabrication elsewhere; Rexall will make tiny pellets that will be sent east to Holyoke Mass., or west to Los Angeles, the main ingredient of squeeze bottles and plastic dinner dishes and such.

Plumber's Paradise ▪ A petrochemical plant is mostly plumbing and a few hundred people can run a $100-million complex. But that's only the beginning. Over 1,500 people have been working on the Rexall plant, getting it ready to go on-stream. Less than a third that many will be needed to keep it running. But with all the satellite and corollary functions, the Rexall plant eventually will mean an increase of several thou-

This night scene is typical of dozens of Texas cities where refineries and petrochemical plants operate around the clock. This plant, with its own reflecting pool in the foreground, is located in East Texas.

sand people to booming Odessa.

Pay is high in petrochemical plants, just as in the oil fields. Even a roughneck in a drilling crew gets $800 a month.

The greatest concentration of petrochemical plants is found along the Gulf Coast and inland to Beaumont and Houston. Freeport, Corpus Christi and Brownsville have smaller clusters. Big Spring and Odessa in west Texas have others. They're all around, plant investment adding up into the billions. Then there are refineries all around, from Wichita Falls in the north to the Rio Grande Valley farthest south.

Big Names ▪ The petrochemical industry is built around such names as Monsanto, Phillips, Dow, Humble, Texaco, Diamond Alkali, Tennessee Gas, Celanese, El Paso, Sinclair-Koppers, Texaco Firestone, U. S. Chemical, Goodyear, Cosden, Suntide—a rollcall of chemical, oil and gas giants. Most are adding big units to step up capacity.

Texas has everything on its side. The oil and gas are there. The Gulf and Intrastate waterway provide cheap, efficient transportation for these high-volume products. Water abounds above and below the ground. A government water conversion plant at Freeport is producing in a new distillery good water from the Gulf at a rate of a million gallons a day, with Dow providing the live steam that's needed. Lime (from oyster shells), sulphur and other ingredients are everwhere.

Connecting pipelines feed basic products into plants that turn out semi-finished pellets and other liquids used by fiber, plastic, chemical and assorted industries.

"This industry could explode into Texas' main source of revenue," Dr. Stockton said.

New Industry ▪ All this from an industry that didn't even exist two decades ago. Actual petrochemical production added $1 billion to the value of chemical products in Texas, according to the U. S. census of manufactures, a jump of 47% in a few years.

Intermediate chemical plants are developing. Finally the processing of the intermediates into finished goods is expanding. Already Houston has 18,000 chemical workers earning $100 million a year; Beaumont-Port Arthur-Orange has 5,000. The finishing industries are becoming more important, spurred by the increased consumption of chemically based finished goods as the Texas market develops.

DIVERSIFIED INDUSTRY KEY

Electronics, aircraft, food processing, apparel among many non-petro manufacturers in state

Earlier in the year Houston's petrochemical experts "gasped," according to the *Houston Chronicle,* when Monsanto Chemical Co. announced it would build a new complex with the world's largest ethlyene plant and several somewhat smaller units in nearby Brazoria County. This whopper may run up to $100 million.

Other Industries ▪ Petrochemical plants come in big, costly spreads. But Texas also has important non-petro industries, and they're getting more important every year. The state ranked first among all states last year in the petrochemical report of *Industrial Development & Manufacturers' Record.*

A good part of the industrial and population growth occurred in four counties — Harris (Houston), Dallas, Bexar (San Antonio) and Tarrant (Fort Worth). Electronics plants are expanding and new ones are being built as diversity in the state's economy continues. Food production and apparel manufacturing are developing. The aeronautics industry, facing competition from missiles, had 38,500 employes at year end.

Temco Aircraft merged with Ling-Altec Electronics to form Ling-Temco Electronics, with diversified output including refrigeration. Chance-Vought abandoned the word "aircraft" and included electronics, automation gear, mobile homes and trailers in its diversified line. It then joined Ling-Temco to form Ling-Temco-Vought. The big Texas Instruments and Collins Radio Co. have expanded. Carling announced a $20 million brewery in Fort Worth and Falstaff expanded in Galveston, where Continental Can Co. will operate a plant to make beer cans.

Growth in Food Processing ▪ Food processing grows and grows. Corn Products Co. installed a new sugar plant in Corpus Christi, using milo grains (sorghum). United Fruit entered the frozen shrimp business in the lower Rio Grande Valley. Holsum Baking, Frito, American Beauty Macaroni, Pillsbury and others are listed by

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68,000 miles of gas pipelines.
57 refineries processing 778 million bbls. of crude yearly; over fourth of U. S. capacity.
Nearly 200,000 oil wells in 6,800 fields.
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14% of total world oil production.
60 million acres (third of state acreage) under oil-gas lease.
All-time oil production record—23 billion bbls. in less than century.

the Texas U. Bureau of Business Research.

From airplane and auto, the industrial picture around the major cities and the Gulf Coast will flip the eyelids of a wandering observer. Obviously Texas has made fantastic progress in the last few years. Why shouldn't it, with all its natural blessings?

There's a curious side to this industrial growth. Florida, South Carolina and dozens of other states spend big money to lure new industry. Yet mighty Texas, with over $350 million tax income from petroleum and gasoline, operated up to 1958 without an industrial promotion fund. And Texas knew, but didn't seem to care officially, that 10 factory jobs create 75 jobs in other lines including service, 112 new households, 296 people added to the area, 107 autos, 70 telephones, retail stores, $360,000 gain in retail sales and $590,000 increase in personal income.

Old Law Repealed ▪ Finally an old 1878 law designed to keep out carpetbaggers was repealed and Texas had the chance to promote. So what did Texas do? It appropriated a tiny $23,000 to bring in new industry. It upped the figure modestly this month in the new appropriation bill.

"We send $2¼ billion out of Texas every year for things we can make ourselves," said Walter E. Dickerson, chairman of the states Industrial Commission. "We have fuel, labor, resources. Eventually we will get a lot of new industries. The chemical plants, for example, feed each other. They make a product and sell it to another plant. Then they sell the scraps left over to someone who combines them with something else."

One of these days Texas will get the promotional message. Luckily its banks, investors, railroads, utilities and manufacturers have the go-get-it spirit and have done privately a job neglected by the state. Mr. Dickerson began doing this very sort of thing for Central Power & Light Co. in Victoria three decades ago, helping bring Pittsburgh Plate Glass and American Cyanamid to the coastal bend.

Other Industries ▪ Texas industries include cellulose from pine trees and the fuzz on a cotton seed (linters), bromine-magnesium extraction from salt water, chemical processing, solvents (sulphur), transportation equipment, electrical machinery (mostly electronics).

Larger industries

MANUFACTURING:

Transportation equipment, 52,700 employes
Chemical, allied products, 43,800
Electrical machinery (electronics), 20,200
Oil refining, 41,700
Food products, 79,200
Apparel, textile products, 35,500
Fabricated metal products, 29,600
Machinery (except electrical) 37,900
Printing, publishing, 29,600

NONMANUFACTURING:

Oil, gas production, 114,300
Mining (mostly oil, gas), 128,300
Construction, 155,700
Transportation, utilities, 226,000
Railroad, 40,300
Public utilities, 41,700
Retail trade, 503,700
Wholesale trade, 169,300
Service, 310,400
Finance, insurance, real estate, 120,000

But Texas has a long way to go in the fabricating business. Dallas and Fort Worth are developing their production of finished goods. Alcoa has an aluminum plant at Rockdale, using lignite as fuel, and another on the Gulf at Port Lavaca (Point Comfort), burning gas. These plants, convenient to bauxite supplies and fuel, turn out pigs and ingots. Reynolds has a gas-burning aluminum plant at Corpus Christi.

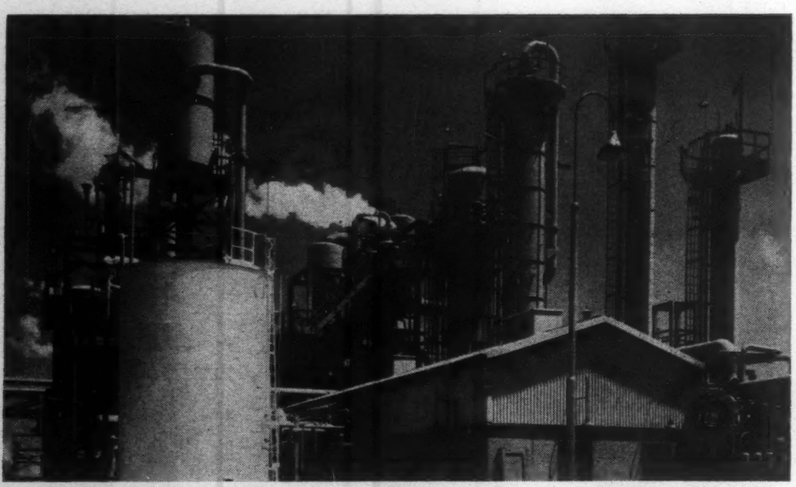
The two Alcoa smelters have a capacity of nearly 300,000 tons of ingot a year. They employ 2,300 people with a $16 million payroll and spend about the same amount for materials, goods and services. Alcoa owns its Point Comfort gas wells and is building a deep-sea channel to the adjacent Gulf to provide a turn-around basin for large ore boats.

Unluckily for Texas, most of the aluminum is shipped outstate for processing—a situation the state hopes to correct as its industrialization continues.

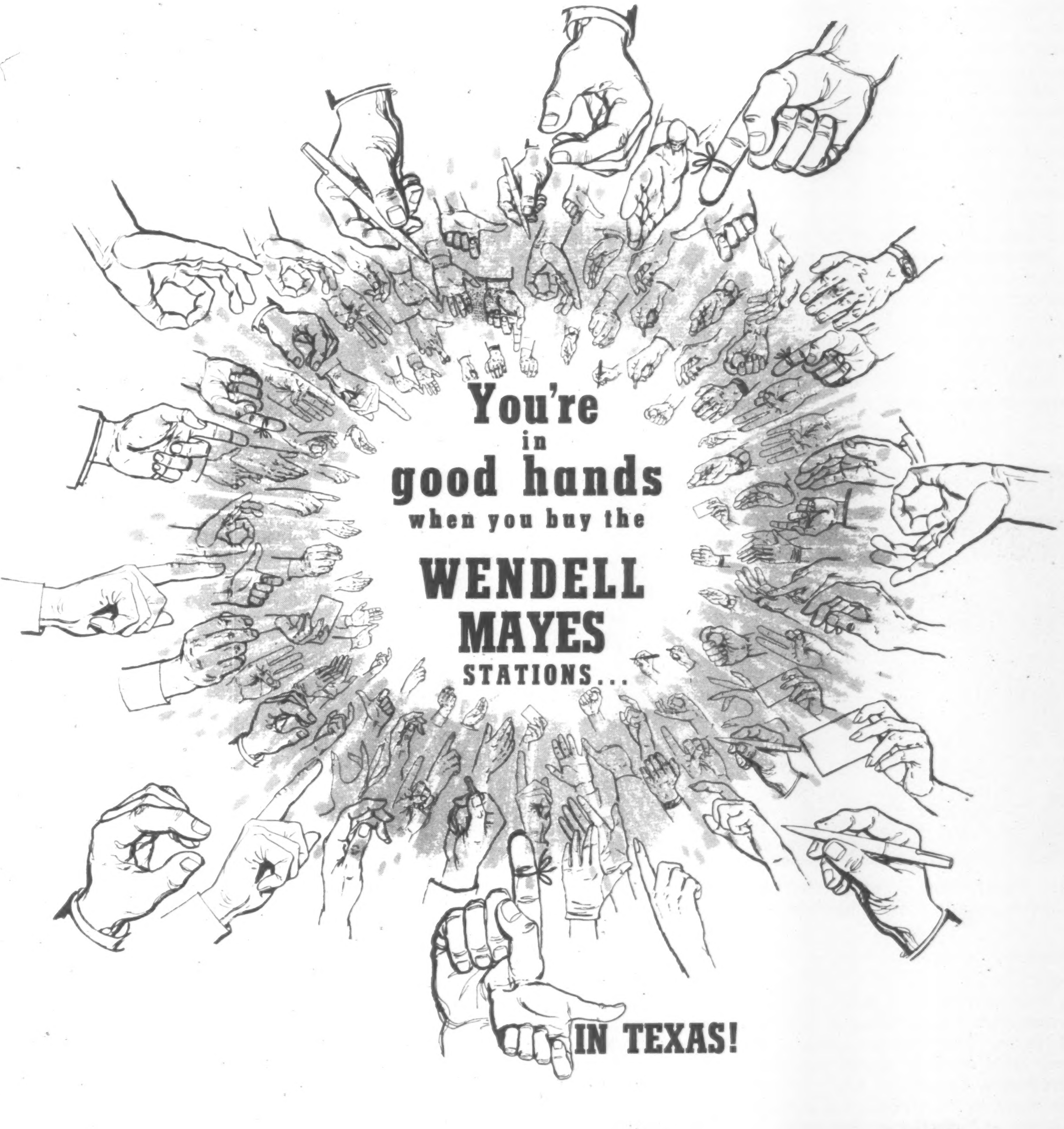
Iron and steel production mostly comes from the Lone Star Steel Co. in East Texas, where there are ore deposits. Armco has its expanding Sheffield division on the Houston Ship Channel. Their combined output is 2.4 million tons a year.

Texas needs more semi-finishing and fabricating plants to provide jobs and new income for its swelling urban population.

"Here lies the future of Texas," Mr. Dickerson said.



Shell Chemical Corporation manufactures glycerine for hundreds of uses in this modern plant near Houston. About 20% of the nation's supply of this vital chemical is being manufactured in this unit.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New leaders wear old Texas names

YOUNGER MEN CHANGE STATE'S FACE AND TIES WITH REST OF U.S.

The stunning commercial facade of Texas, deeply impressive despite its dispersal, is a tribute to the hardy pioneers who shaped a diversified economy out of their cattle and oil earnings.

Monuments to the shapers of a new commercial and industrial structure on the southwestern plains abound in Texas cities. But they are practical monuments — tall, impressive office buildings and less attractive industrial complexes that symbolize their faith in the future of the land of the longhorn.

Familiar Names ▪ The names are familiar—Jones, Belo, Carter, Murchison, Stewart, Thornton, Hough, Ware, Dealey, Maedgen, Dobie, Joiner, to mention only a few. The list could go on for pages.

Their wheeling and dealing moved from cattle through oil into the sophisticated industries of the '60s—petrochemistry, electronics, supersonic aviation.

The Murchisons, John D. (left) and Clint Jr., startled the financial world when they took over control of the Alleghany Corp.

Now second and third generation descendants are directing the destinies of Texas. They operate quietly. Few wear wide Stetsons except possibly on ceremonial occasions. Their decisions are based on the reports of accountants, lawyers and electronic computers.

The spirit and courage of early Texas still course through their arteries but their methods are mature and scientific.

Bankers generally aren't as stuffy as their eastern counterparts.

Take a Chance ▪ They're more likely to ride along with a customer in temporary trouble. Texas was built on the sagacity and risk-taking of its bankers, who helped finance the upgrading of herds, the ventures into cotton and sorghum, the search for oil and, more lately, the processing of raw materials into semi-finished and finished products.

The wheeling-dealing men of a few decades back were often rip-snorting, rugged operators who employed primitive methods in a primitive economy.

But Texas is changing, and so are its business leaders. Despite the juicy rhetoric of some latter-day historians, they're normal and average men. They aren't running around in levis and diamond-studded chaps. They don't buy their dog a boy, as suggested in a recent effort to revive the tall tales of Texas. And they don't keep a Piper Cub in the living room for quick hops to the patio.

The people of Texas have changed, and so have the ties with the rest of the United States.

Good Communications ▪ There's a blessing that Texas is enjoying to the hilt—fast and efficient communications. The vast spaces—900 miles from tip to tip—once were a problem that encouraged the state's bubble-gumish lore of rip-snortin' people who made a million bucks before breakfast. The exaggerations helped rationalize the state's built-in handicaps.

But economic and social miracles have happened. Half of Texas' 10 million people had never seen the state a decade or two ago. The vast distances have been cut down to working size by highways— and they are the best. They were cut by the piston plane and now the whine of the jet is everywhere. The supersonic jet will bring Calcutta, India, as close to Dallas as pre-war Shreveport, La., a city near the northeastern state line that has strong Texas ties.

Financial Center ▪ Wall Street has come to Texas. And vice versa.

The economic evolution was dramatized early in the summer when the Dallas Murchisons—John D. and Clint Jr.—took over control of Alleghany Corp., an empire-building trick that caught worldwide attention.

They're under 40, these two (John 39, Clint Jr. 37). But in Texas business life has begun long before 40, and it often continues another three or four decades.

The Murchisons symbolize the new era of youth in the state. Bank presidents under 40 are a dime a dozen. They're full of fire, energy and a commercial pioneering spirit reminiscent of the older oil and cattle barons.

"Young men could once come to Texas and make a quick killing in oil," John Murchison recalled.

Changing State ▪ "But all that has changed. All Texas has changed. The competition for young men is tougher but the opportunities are great in management, manufacturing, industry, technical fields and the professions."

"It's tougher to build big individual enterprises," said the man whose family will live in the history of big individual enterprises. "A lot of Texas' industrial growth has been built by big industry, not individuals. Heavier manufacturing is here. People are moving out of the country into the city. That's important, and it will continue.

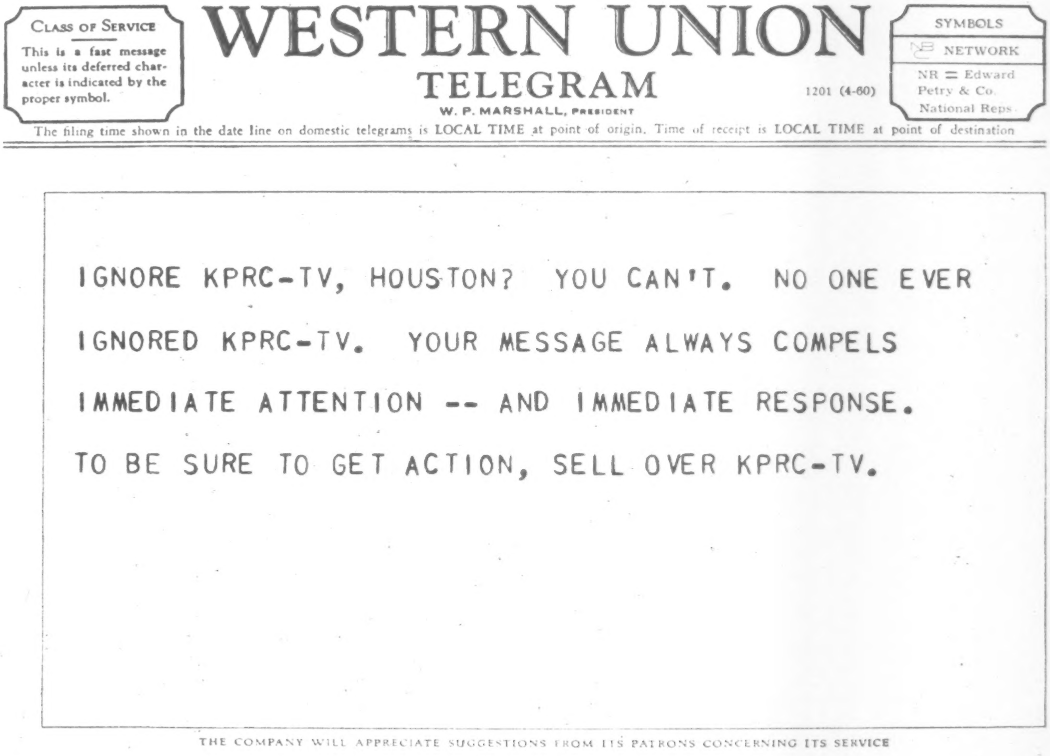
"We're starting to process our own raw materials. In Lubbock the Lewters feed lot is fattening Texas cattle for market. These cattle formerly were shipped to Kansas City and other cattle-finishing centers." The lot is said to be a Murchison enterprise.

Field is Broad ▪ But the key to the spectacular post-war growth of Texas is traced by Mr. Murchison to communications. "There's interplay among important markets," he explained. "Texans are looking for business opportunities in New York, San Francisco, Los Angeles and Chicago. They're seconds away on a telephone, three hours on a jet.

"Texans really aren't spectacular characters. There aren't many millionaires, despite all the tall tales. And these tales are fast dying out. Texas businessmen have always felt these tales were hurting the state."

This soft-spoken, relaxed empire builder is the antithesis of the fictional and tall-tale Texan. He quietly answers

Ignore it



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questions, listens attentively, and asks his own questions of the interviewer. He and Clint Jr. occupy an unimposing two-story building at 1201 Main St., almost hidden by nearby skyscrapers.

Own Dallas Cowboys ▪ The Murchisons' interest in broadcasting is secondary—the impact of antitrust decisions on one of their teams, the Dallas Cowboys of the National Football League. Interest centers on the federal court ruling upsetting the plan to telecast games, a decision affecting the Cowboy's exchequer.

They promote enterprises to make money, these amazing brothers, but they allow sentiment and civic spirit to subdue the profit motive in this new and losing enterprise.

The spirit of old Texas is there, too —Lamar Hunt Jr., also a wealthy second-generation Texan, is pouring money into the American Football League's Texans. It makes little financial sense, but it's great fun for these competitive entrepreneurs, and for the football-loving fans of central Texas.

Banks Bigger ▪ Getting back to more serious economics, Mr. Murchison said, "Banks and insurance companies are getting bigger. Dallas has become an important financial center. Its importance in the nation will grow."

"Isn't there any chance for a young man to make a killing here?" he was asked again. "Yes, but bring money, if it's a quick million you're after," he said. Murchison the elder, Clint Sr., got his start in the east Texas oil boom.

The Murchisons both believe and practice diversification. Their holdings include insurance, construction, oil, utilities, transportation—name it, they're in it.

Older Texans have cheerfully stepped aside for their brash, younger successors. Robert L. Thornton, known up and down and across Texas as Bob, celebrated his 81st birthday last Aug. 10. This was just three months after he had stepped down as eight-year mayor of Dallas. He is chairman of the board of Mercantile National Bank, whose sky-piercing tower can be seen 30 miles out. It's the third ranking bank in the city ($320 million deposits, and there's no chain banking in Texas).

Feet on desk and sucking a cigar, this healthy pioneer with his blend of vitamins and horse sense had a quick answer to the reasons for Texas' growth. "Manpower made Dallas and Texas grow," he said, "men who could think and have the courage to execute. Without the latter, a man's a dead pigeon, no good."

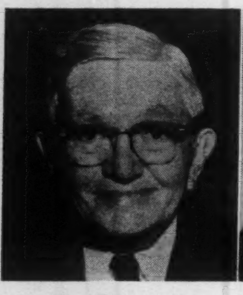
Great Opportunity ▪ "We don't really have many millionaires," he said. "We're building a stronger Texas and building it fast. Young men have the greatest opportunity in history right here in Texas.

"This is a growing area that creates unlimited opportunities. But you've got to go git it.

"We're building Texas agriculture in a diversified economy. There are more cattle than before and they're better through scientific feeding and breeding.

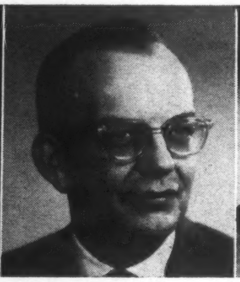
"I started in the banking business Oct. 14, 1916, with a private bank loaning money to jitney drivers on their tin lizzies. Often I'd chase them down Main St. to get their payments. Banking is very simple—get deposits, loan out the money, get it back.

Helped in '30s ▪ "We've financed a lot of Texas growth. In the '30s we rode along with businessmen in trouble,


Mr. Thornton

Mr. Stewart

Mr. McNeese


Mr. Elkins

Mr. McLean

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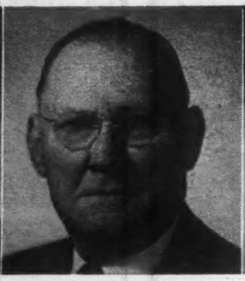

Mr. Maedgen

Mr. Hofheinz

Mr. Black

Mr. Vaughn

NEW LEADERS WEAR OLD TEXAS NAMES continued

helping them keep their equity."

In a thoughtful mood, he observed, "If there's any trouble, we're getting too smart. We're fighting among ourselves." He made this prediction: "Dallas County, I figure, will reach 2 million people by 1975."

In another imposing building, a younger banker thoughtfully discussed the state's elemental economics. "Oil isn't up to five or ten years ago—it was spectacular then—but it's still big business, accounting for $100 million of our loans or a fourth the total," said Robert H. Stewart III, president of Dallas' largest bank though still in his early 30s.

"A lot of big corporations are setting up headquarters or important regional facilities in Dallas. Haliburton Oil Supply Co. is moving in from Oklahoma. Hunt Oil, major independent, and others are headquartered in Dallas. Southwestern Life, Southland Life and Republic Life headquarter in Dallas."

Work Together ▪ What's to come? Agreeing with most other Texas businessmen, he observed, "Diversity assures the future of Texas and Dallas. We have a good labor supply, not highly unionized. Our banks team up on big loans that might otherwise go to New York or Chicago. We have the largest banks between Chicago and the Pacific Coast."

The softness in oil is mentioned by all financiers as they survey the blooming economy but all emphasize that oil's still a basic money maker and supports satellite as well as processing industries.

A. G. McNeese Jr., at 50 president of Houston's Bank of the Southwest, is concerned about residential construction industries as well as oil in that market. But he's "generally optimistic" about the trade area's future.

Petroleum Will Solve Problems ▪ The residential lag will be overcome automatically and the petroleum industry will solve its problems, he believes. And new consumer goods industries will support large numbers of employes per investment, bring payrolls that will expand the per-capita income and incidentally stimulate the purchase of new homes.

Houston's expansive economy has attained the expected recovery from the recent depression, according to 42-year-old James A. Elkins Jr., president of First City National Bank, largest in the area. Expenditures for capital improvements and construction tend to offset the lower level of the oil and gas industry, he said, a statement vividly verified by a fast look around the central city and outlying industrial clusters. At last count (early July), First City National had $665 million in deposits.

Water Resources ▪ Of special concern to J. W. McLean, president of Texas National Bank, is the area's water resources. Any time, any place in Texas, water is a favorite topic. While Houston is blessed with rainfall, surface resources and underground resources, "the vibrant industrial growth between the Mississippi and Rio Grande" promises to create vastly expanded needs for water.

"This region will rank first in the country in use of industrial water before this century ends, if the present growth rate prevails," Mr. McLean said. "A zone of 75-mile radius around Houston is the hub of this burgeoning industrial complex. About 1.8 billion gallons of water daily are available within this zone. Reservoirs to be built by 1966 will add another 1.5 billion gallons daily to the supply. Still other planned reservoirs on four different rivers will increase the total supply to over 4 billion gallons daily by the end of the century. This insures a surplus of some 700 million gallons daily above the highest estimated needs for the year 2,000 and allows for a doubling of demand in the next five years alone."

Engineering Study ▪ Texas National recently conducted an engineering study of the water subject, coming up with what Mr. McLean called "an intriguing story for the nation's industrial leaders." His local pride prompted this postscript, "Houston's population is expected to double the 1960 census figure (1.2 million) by 1970. The growth immediately ahead of us appears to be terrific and I am convinced the water resources will be a chief contributing factor."

In some parts of Texas where water isn't so plentiful—the plains and Permian Basin, for example—the people know how to utilize and conserve their resources which often are underground rather than surface.

Tol Ware, vice president of Amarillo National Bank in the Panhandle High Plains, reminded there are vast underground water supplies augmented by new surface ponds that dot the region. In the works is a Canadian River Dam. "This visible water supply will impress easterners who scoff at the countless ponds and are skeptical about the immense underground reserves," he said. And of course it will bolster the water supply.

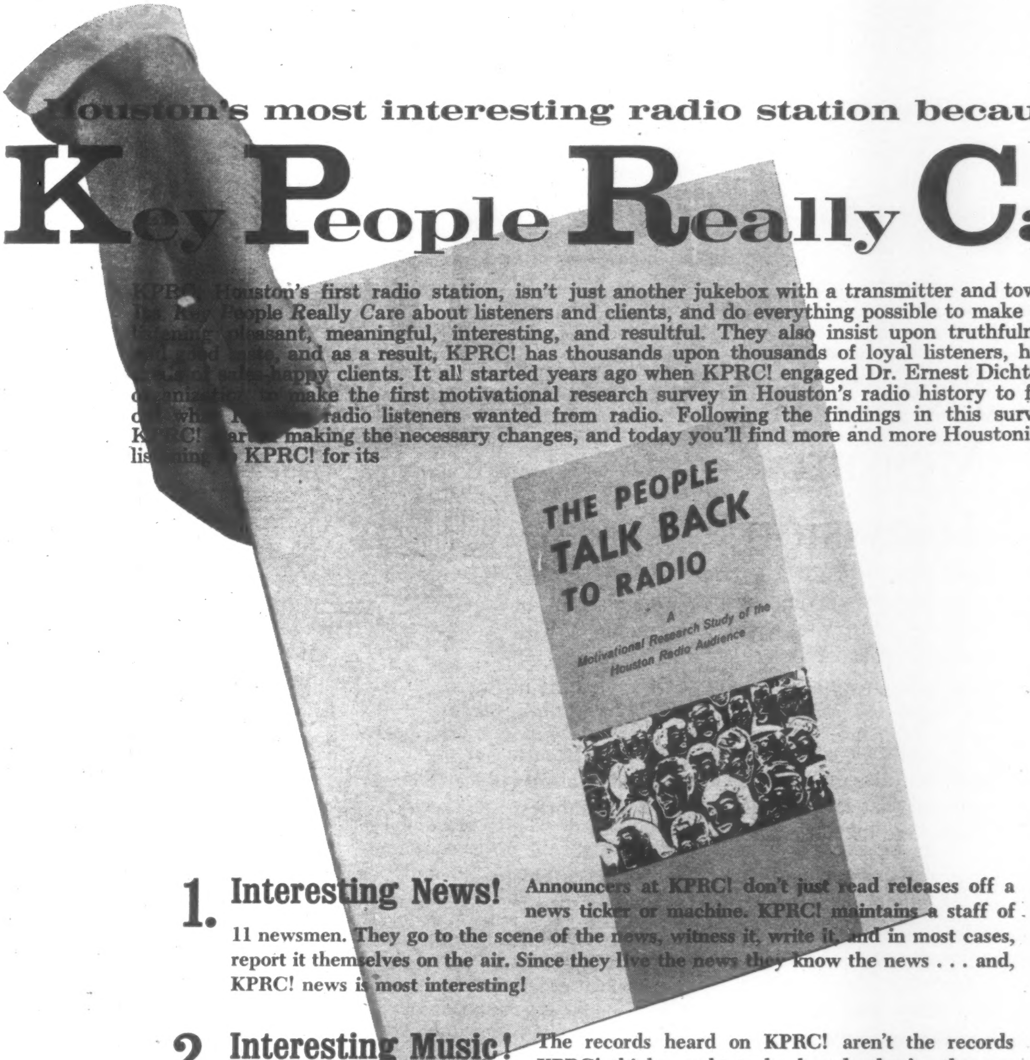
C. E. Maedgen, chairman of the board of Lubbock National Bank to the south, summed up the water problem this way: "We have 9 million acres of fertile land, irrigated by underground water and there's little sign this hidden resource will dry up. We've been irrigating since the mid-30s."

Lubbock had 3,500 people when Mr. Maedgen arrived in 1917. "I figured a city would be built here," he said, "and I bought a 25-foot lot for a bank. It was built. It's growing and Lubbock National is growing with it. We have financed a lot of this growth and we'll keep growing." The bank is housed in a 12-story building decorated with mosaics and murals. There's a snazzy chrome-plated fire plug outside for the benefit of lovers of chrome-plated fire plugs, a symbol of Lubbock National's pride.

Achievement ▪ An ex-mayor of Houston, lawyer and broadcast investor, (KTRK-TV Houston), Roy Hofheinz, oozes optimism as he contemplates the past of Texas and looks ahead. "Texas is going through a transition from enthusiasm to achievement," he said. "A lot of eastern capital is moving into Texas real estate.

"Texans once had trouble raising money in the East. Now the Murchisons and others can get money. Texas is on the march.

"Everybody's getting away from tall


THE PEOPLE TALK BACK TO RADIO
A Motivational Research Study of the Houston Radio Audience

Houston's most interesting radio station because its

Key People Really Care!

KPRC! Houston's first radio station, isn't just another jukebox with a transmitter and tower. Its Key People Really Care about listeners and clients, and do everything possible to make the listening pleasant, meaningful, interesting, and resultful. They also insist upon truthfulness and good taste, and as a result, KPRC! has thousands upon thousands of loyal listeners, hundreds of sales-happy clients. It all started years ago when KPRC! engaged Dr. Ernest Dichter's organization to make the first motivational research survey in Houston's radio history to find out what Houston radio listeners wanted from radio. Following the findings in this survey, KPRC! started making the necessary changes, and today you'll find more and more Houstonians listening to KPRC! for its

1. **Interesting News!** Announcers at KPRC! don't just read releases off a news ticker or machine. KPRC! maintains a staff of 11 newsmen. They go to the scene of the news, witness it, write it, and in most cases, report it themselves on the air. Since they live the news they know the news . . . and, KPRC! news is most interesting!

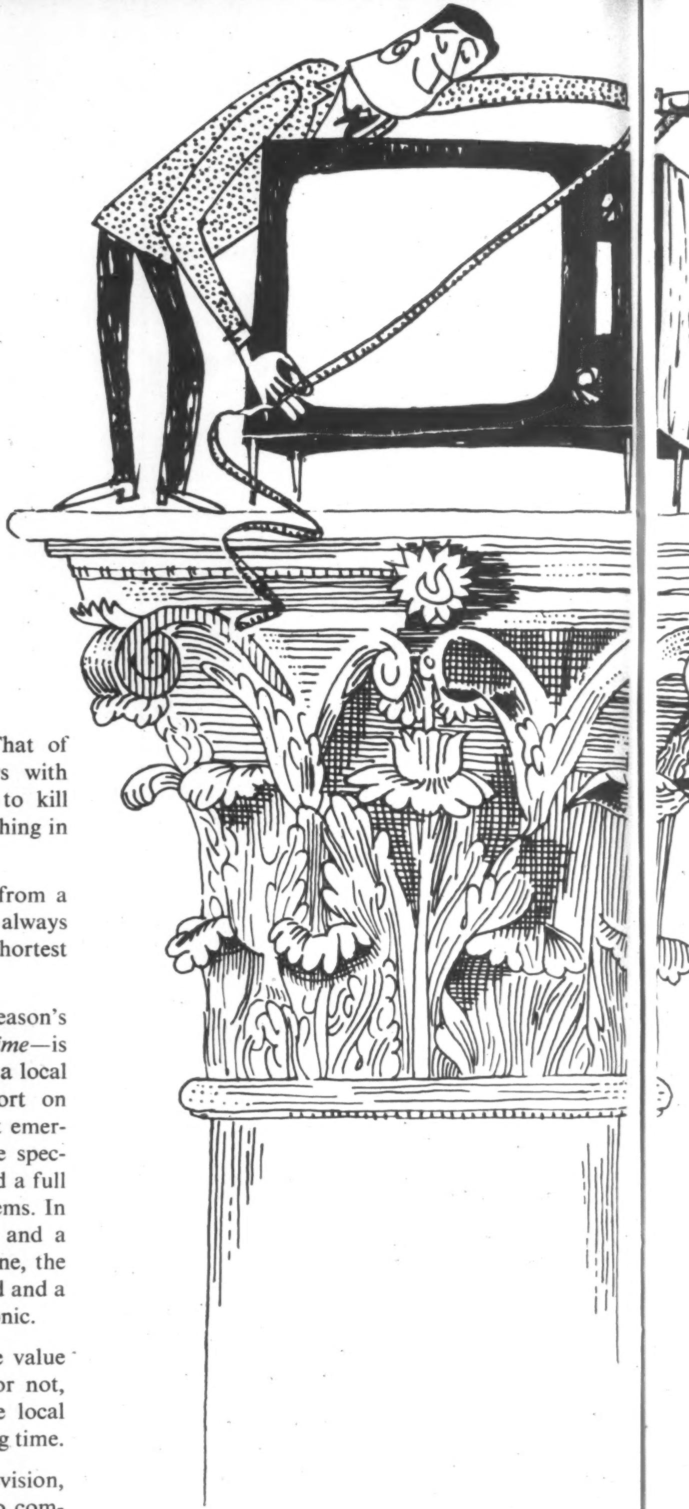
2. **Interesting Music!** The records heard on KPRC! aren't the records KPRC! thinks ought to be heard—they're the records listeners indicate they want to hear by their purchases at record stores, by the records they play in public places, by what they say in conversation to KPRC! people and their friends.

3. **Interesting People!** The voices on KPRC! are friends. The voices belong to real flesh and blood people like Tim Nolan, Bob Byron, Johnny Edwards, Jack London, Gordon Smith and Ken Fairchild. They are companionable people, intelligent people, friendly, interesting people.

AS A RESULT, KPRC! IS MOST INTERESTING, MOST BELIEVABLE, MOST RESULTFUL, BECAUSE ITS

Key People Really Care!

950 on all Houston area radio dials--Edward Petry & Co. Nat'l Reps.



How Do You Measure Television?

On the bias, obviously. But whose? That of nose-counters who equate big numbers with stature? That of tv critics who prefer to kill audiences instead of bad guys? Or something in between?

One yardstick we suggest: the distance from a station to its community. Corinthian has always believed that local programming is the shortest distance to its viewers.

A look back at highlights of the past season's local affairs programming—*in prime time*—is informative: In Tulsa, a candid study of a local John Birch Society leader and a report on "Tornado Alley." In Houston, a look at emergency hospital procedures and a teenage spectacular. In Sacramento, Civil Defense and a full hour non-clinical approach to VD problems. In Indianapolis, a report on flood control and a study of Indiana highways. In Fort Wayne, the work of a school for the mentally retarded and a program with the Fort Wayne Philharmonic.

Enlightened sponsors are discovering the value of such programming—but, sponsored or not, Corinthian stations are continuing these local efforts on a monthly basis in prime evening time.

When the instrument is Corinthian television, twenty-one inches reaches from station to community—and from seller to buyer.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

Represented by H-R

STATIONS

FOUR MAJOR TEXAS MARKETS

Here is the growth record of four major markets in Texas, based on figures compiled by the Dallas Chamber of Commerce. The figures, except bank deposits and employment, cover the first five months of 1961 and 1960, unless otherwise indicated.

	DALLAS	HOUSTON	SAN ANTONIO	FORT WORTH
BANK DEBITS (in millions)				
1961	$15,132	$13,235	$ 3,133	$ 3,896
1960	14,394	12,854	3,018	3,854
BUILDING PERMITS (add 000)				
1961	$91,305	$97,607	$21,029	$25,578
1960	55,806	85,084	24,314	22,768
BANK DEPOSITS (Dec., in millions)				
1960	$2,672	$2,512	$691	$782
1959	2,471	2,320	654	712
NON-FARM EMPLOYMENT				
1961 (May)	444,400	512,800	204,970	153,013
1960 (May)	437,170	503,370	203,210	149,321
FACTORY EMPLOYMENT				
1961 (May)	97,570	93,950	24,820	51,964
1960 (May)	95,340	96,050	24,990	54,140
POSTAL RECEIPTS (add 000)				
1961	$12,643	$8,389	$3,525	$3,821
1960	11,423	8,227	3,432	3,637

SOURCES: Bank Debits, Federal Reserve System; building permits, Dun & Bradstreet; bank deposits, published by banks at time of bank call; employment (1960 revised, 1961 preliminary), employment security agencies; postal receipts, postmasters of cities.

tales and bragging. They're working hard instead.

"Texas is growing up in the auto age. Its cities are building for the automobile and the jet. The east was designed for the horse and buggy. Texans can move about swiftly and easily. The economy is diversified and getting more so. Yes sir, Texas is on the march."

Oil Companies Books ▪ William Black, vice president of Bank of the Southwest, added that many major oil companies are moving back to Houston. "Humble, Texaco and Gulf began in Texas," he said. "They moved east because of the financial market. Now they're coming home where they can live close to their production, marketing and refining. And they will cut administrative costs."

Humble is moving all its staff into a cloud-high building and all but a few Gulf officials will be moved from Pittsburgh to Houston.

The last five years have been good to Bank of the Southwest, its capital surplus doubling since 1956 and its deposits almost doubling to $390 million in the 1950-60 decade.

Young Financeer ▪ Another successful Texan with broadcast holdings is Jack C. Vaughn, who took over his invalid father's extensive oil and business holdings in 1947. Still in his early 30s, young Vaughn owns the near-30-story Vaughn Bldg. in downtown Dallas as well as imposing new structures located in Midland, Corpus Christi and Amarillo.

"Texas has only begun to grow," he said. "We're riding the impetus of the last decade and we'll keep going.

"The future of Texas is unlimited. We have right-to-work laws and true free enterprise. We have decent government. The future of electronics and petrochemicals is beyond our dreams.

"We in Texas should make heavy equipment and sell it out over a wide area. We should fabricate our products and sell them to the Far West, Southwest and South instead of letting the business go to Detroit, New York, New Jersey, Chicago and other cities.

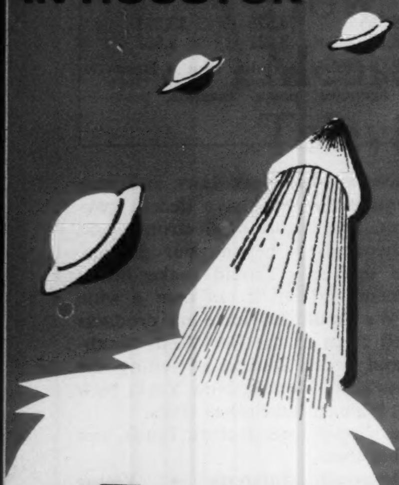
"We should manufacture Fords, not assemble them."

Widespread Interests ▪ Young Vaughn's interests are spread over 17 states and foreign countries. He's interested in construction, helicopters, cattle, owns Spartan National Life Insurance Co. 100% and is a banker. Television holdings include KROD-TV El Paso; KOSA-TV Odessa and KVII-TV Amarillo.

These are a few of the thousands of successful, aggressive Texas businessmen who have taken part in the growth of Texas, 1961 model, and who are shaping the future.

1ST IN HOUSTON FM
KHUL
pronounced "COOL" / means refreshing radio
1st with
- news
- 24-hour programming
- and now with Stereo

95.7
For top audience data, see Pulse April-May, 1961, Circulation Study.



STILL

FIRST

BY A LONG

SHOT

IN HOUSTON

KILT

610 IN HOUSTON

28.2% All-Day Average

FIRST every quarter hour

FIRST every half hour

FIRST every hour, FIRST every day, FIRST every month

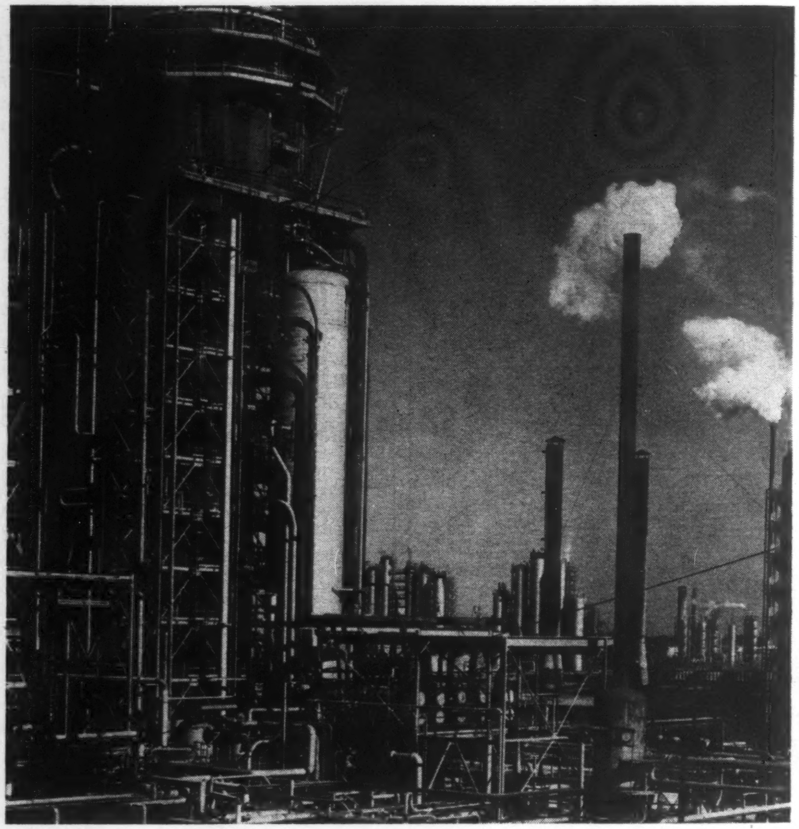
April thru June 1961 according to C. E. HOOPER, INC.... First in PULSE

A McLendon STATION

Member of Texas Triangle, Inc.

JOHN BLAIR & COMPANY

National Sales Representative



A panoramic view of the Baytown Refinery near Houston with a piping maze of Cat Cracker #2 in the immediate foreground.

HOUSTON GROWS 5% YEARLY

Huge plants line 50-mile sea channel; boosters point to prospects for future

An innocent question, "Just how big is Houston?" can bring a loaded answer from any member of the tops-in-Texas cult that has grown up at the headwaters of the Big Ditch.

Asked a few hundred feet above average terrain in Houston's formidable skyscraper center, the question is apt to—and did—inspire this forward-gazing reply: "Two-and-a-half million in 1975."

They talk that way in Houston when the conversation gets around to the essential economics of this ocean-tied miracle—and don't try to imply the metropolis is anything short of super terrific, or anything as ordinary as Dallas.

50-Mile Channel ▪ Houston's Big Ditch is a 50-mile ship channel to the Gulf, 100 yards wide at the narrowest point. It's fondly described as "The Port of Houston's Fabulous Fifty Miles." There are three ways of seeing it—by air, water and auto. From above, the view is beautiful. Aboard the sleek *Sam Houston,* a city yacht used to enlighten visiting industrialists, the channel view is impressively functional. By auto the clusters of tanks and tubes can be glimpsed in hundred-million dollar bits.

At one bend the visitor aboard the *Sam Houston* will watch this collection of plants unveil: Stauffer Chemical, Signal Oil, Lone Star Cement, Continental grain elevators, Southwest Sugar, more Signal Oil, Koppers—and they're all on one side. Across the channel are Tennessee Coal & Iron, Ideal Cement, Mayo Shell, U. S. Gypsum, Gulf Oil, Armco Steel, Tenn-Tex Alloy, Todd Shipyards.

This 20th Century spectacle goes on and on. It's getting so crowded they're figuring out a series of finger ditches to make room for more industry. "Houston is on the threshold of the largest chemical complex in the history of the world," said Roy Hofheinz, lawyer and ex-mayor. "It has a combination of cheap fuel, water, water transport, adequate land and mild weather."

Statistical Proof ▪ For number lovers, Houston has stacks of tables, charts and statistics that tell one of the exciting stories of American city progress. Here are some of the current numbers: 544,000 in May labor force with 518,000 at work—match that if you can, Dallas; 92,375 in manufacturing; nonresidential construction contract awards totaling $134 million in the first five months of 1961 and $288 million in the 12 months of 1960; doubled bank debits in a decade, $14 billion to $28 billion; almost doubled bank deposits, $1.3 to $2.6 billion; more than doubled postal sales, $8 to $20.6 million.

But getting back to the original question, "Just how big is Houston?" the answer is 1,234,158 people in 1960 compared to 806,000 in 1950, according to the U. S. Census (metropolitan area, Harris County). A fast pass at a slide rule will suggest a 1961 mid-summer population of 1⅓ million. The growth rate is running over 5% a year.

Million Mark Jubilee ▪ Some years ago Houston set up six months in advance a rousing July celebration as the city attained the million-people mark. This miracle of the data-processing arts was based on honest planning fortified by intense promotion. Nobody ever proved the million mark was reached earlier in the year, or a few weeks later. Anyhow The Fete of a Million People called world attention to the city's numerical achievement and industrial progress.

The basic economy of Houston is supported by $3 billion worth of oil and gas plants, the 50 miles of ship channel plants devoted to a wide assortment of other industries, 125,000 cows (tops for any Texas county), enough docks and a turning basin to justify the proud claim Second U. S. Port, assorted farm products and such basic facilities as freeways, the international airport and the geographical-geometric achievement—a harbor for ocean commerce and a full 360 degrees in which to spread.

Plentiful Resources ▪ A thoughtful Houston businessman will account for the growth this way: To a major extent the growth in the Texas Gulf Coast area, especially Houston, must be attributed to the incomparable natural resources, the geographical location of the region and the mass production industries—notably oil refining, chemicals and metals — which have been built upon them.

And the future? The prospectus goes: Booming Houston increased 54% in the last decade, according to the 1960 census, and population analysts are predicting an even faster increase in the years to come. Growth of the port and city go hand in hand, with business and industry moving ahead at full throttle, looking to a dynamic future.

Interlinking of oil and gas throughout

TOPS

in NEWS
coverage
in HOUSTON...

NO. 1
TEXAS
MARKET

✱ 6 MOBILE
NEWS UNITS!

HOUSTON'S TOP
AWARD WINNING
NEWS STAFF!

A. P. WIRE SERVICE

BIG CITY WIRE

1st
WITH THE
MOST

K-NUZ

THE LEADER IN HOUSTON — 24 HOURS
Affiliated with K-QUE — Houston's
TOP FM STATION
MEMBER OF TEXAS QUADRANGLE
IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

AIMS

THE KATZ AGENCY, INC.
National Representatives

Station KPAC-TV

Beaumont-Port Arthur

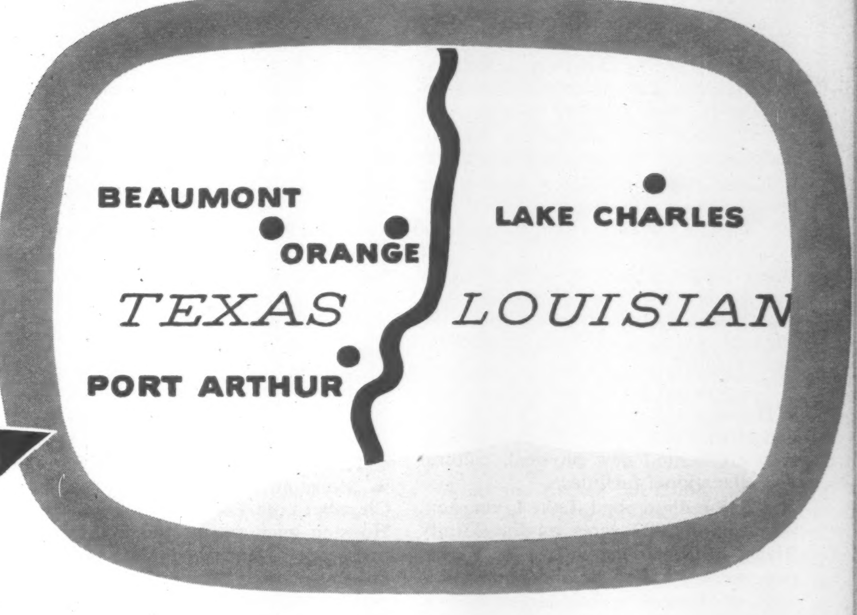
has appointed

Blair Television Associates

as national representative

effective August 14, 1961.

for
good
business
look here



Here at Beaumont-Port Arthur is where America's big blue-chip companies make a lot of their blue chips, in petrochemicals—companies like:

Allied Chemical
Bethlehem Steel
Olin Mathieson
DuPont
Firestone
Goodrich
Koppers
U. S. Rubber
U. S. Steel

These blue-chip payrolls build business in four thriving cities—Beaumont, Orange, Port Arthur and Lake Charles.

Remember one station, and only one, delivers all four markets:

KPAC-TV

Channel 4 NBC

NEW SUPER-TALL TOWER—To give still finer service to this growing market, and bring Lake Charles well within its Grade A zone. KPAC-TV is putting a new-super-tall tower into operation early this fall. Rising more than 1,000 feet above average terrain, the new tower is estimated to bring more than 25,000 additional TV homes within the service area of KPAC-TV—a substantial increase for the station that already reaches more homes than any other in the market.

TIME FOR ACTION—Check with your nearby Blair office for complete data on KPAC-TV and its great Gulf Coast market.

TEXAS GOLDCOAST TELEVISION, INC.

BLAIR TELEVISION ASSOCIATES
National Representatives

HOUSTON GROWING 5% A YEAR continued

the main types of manufacturing is significant, according to a Federal Reserve Bank review. Oil and related industries account for over 150,000 employes and over $1 billion in personal income, the bank said—and that was two years ago.

Inland Waterway Too ▪ Besides the heavy ocean traffic Houston is tied into the inland waterway system with access to the entire Mississippi Valley and Great Lakes region. The total traffic of its port exceeds 60 million tons. Nearby Beaumont and Port Arthur have 49 million tons, split about 50-50 with Beaumont having an edge.

The younger generation is taking hold in Houston just as in Dallas, Fort Worth and other Texas cities. These businessmen are behind new physical, cultural and educational facilities.

A $38-million pond, Lake Livingston, will bury 80,000 acres on the Trinity River, including the village of Kickapoo, some good roads and pipelines.

U. of Houston, second largest in Texas, has 13,000 students. Like Rice U. it was founded by a local philanthropist. The symphony signed Sir John Barbirolli as conductor; local grand opera plays to full houses. There are a number of museum and art galleries.

Covered Stadium ▪ A new $22-million stadium with a protective dome will provide weatherproof football and baseball. The Houston Oilers were the American League champs in 1960. The new Colts baseball team will join the National League next year. The stadium will seat 53,000 for football, 46,000 for baseball and 66,000 for sports less demanding of ground area. It will have $8 million in needed facilities and a $1 million standby stadium for use next year while the dome project is being completed.

This recreational tidbit isn't unusual in Houston. A review by the local Chamber of Commerce listed these Houston rankings in the Southwest—first seaport, first in population, first industrial market, first in retail sales, second in wholesaling, first in value added by manufacture, first in factory payroll and first in factory capital expenditures.

National Rankings ▪ Nationally Houston was ranked this way—second seaport, seventh in population of incorporated area, 16th in metropolitan area population, 14th industrial market, 15th in retail sales, ninth in new manufacturing, 18th in value added by manufacture and 20th in factory payroll.

Retail sales, according to the U. S. Census Bureau, rose 90.4% from $811 million to $1.54 billion from 1948 to 1958. And value added by manufacture rose in four years, 1954-58, from $869 million to $1.17 billion.

Houston recently spent $3 million on its international airport. New air routes to both East and West Coasts have opened. Airlines contribute over $10 million a year to the economy. The $120 million Texas Medical Center is expected to be one of the world's greatest medical concentrations. Baylor U. College of Medicine and U. of Texas Dental Branch are located on the 163-acre tract.

"No other city in the world has on its doorstep such a wealth of natural resources," the Chamber of Commerce has proclaimed. No other city has refuted the claim.

Science increasing Texas farm profits

1960 INCOME TOPS $2 BILLION; LEADS IN LIVESTOCK, MANY CROPS

As elsewhere, Texans can't keep them down on the farm after they've seen Big D, Houston or other modern cities.

But the decline in the Texas farm population to a little over 10% has been in inverse ratio to the income from its agriculture. Last year's cash income to farmers totaled $2.2 billion (see table).

Texas is full of farming firsts. It tops the U.S. in cotton, cottonseed and grain sorghum. And it has the largest harvested acreage of any state—24.1 million acres. Texas is generally around top place in the rice standings.

Fancy Cattle ▪ It's superfluous to observe that Texas is first in livestock. There are over 9.2 million cattle—fancy breeds suited to the state's assorted climates and pasturage and looking little like the fabled longhorn. Cattle supremacy is now tied to Texas' top position for grain sorghum, blended with cottonseed meal, molasses and other goodies to fatten range-reared cattle for market. At the Lewters feed lot in Lubbock they fix a mechanized supper for up to 30,000 cattle at once, a do-it-at-home function once handled at Kansas City and other centers.

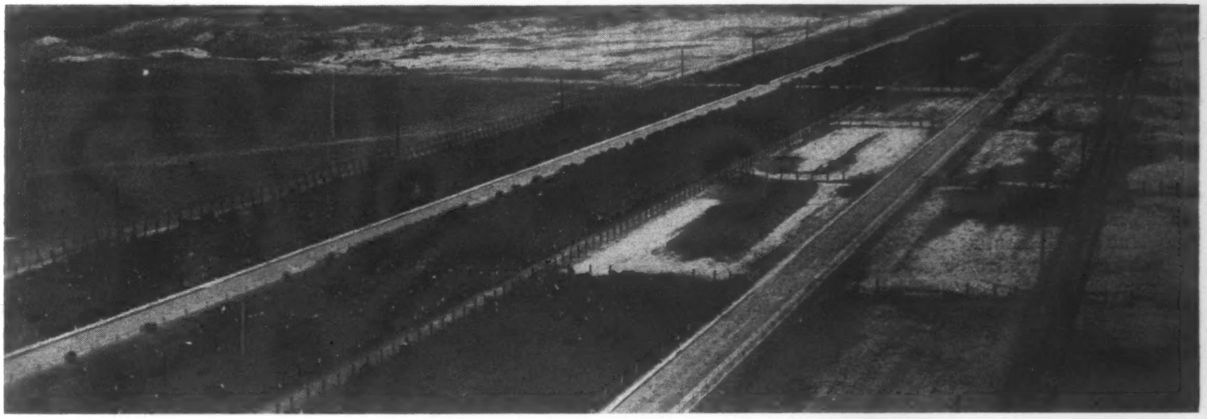
Texas agriculture naturally utilizes the latest in farm machinery. Farms are big and getting bigger. Of importance to those who sell goods and services to Texans, the rural living standards are rising steadily as they keep pace with urban trends.

More Cows in the East ▪ It startles outsiders to hear there are more cattle clustered on lush East Texas pastures than on the West Texas range. Fancy grasses have been planted there and water is plentiful. Harris County (Houston) has a heavier cattle population than any other county.

And those unfamiliar with cotton are often startled to learn that a by-product of the average bale of cotton is 800 to 1,000 pounds of cottenseed worth $45 to $90 a ton. Once dumped, this product is worth up to $100 million yearly to Texas ($56 million last year). It's used for stock feed after the oil has been extracted. The oil finds its way into shortening, salad oil, other foods.

Texas is learning how to conserve its

Truck farming is a big industry in the Rio Grande Valley. This protograph of an irrigated field was made in the McAllen area.



Acres of beef cattle are shown in this aerial view of Lewters feeding pen, Lubbock. Production and processing of beef is becoming increasingly important to the economy of this section of the state and elsewhere.

water supply, a boon to irrigation in the arid farm areas. Dry-farming methods have been improved where water isn't available. Irrigation is found all the way from the Rio Grande Valley to the Panhandle, much of it based on conservation techniques. In the valley most of the water comes from the river; in the plains from vast underground sources.

Supplies Demand ▪ This ground water supply manages to keep up with the plains irrigation but experts can't agree on how long it will be available. Thousands of ponds built on the plains are collecting runoff that, farmers hope, will trickle down into limestone caverns to replenish the supply. At least half the state has underground water. It's sinking slowly, studies show, but there isn't any sign of exhaustion. Many cities once dependent on ground water are now developing surface water sources.

The rich soils of vast plains and humid flatlands produce over $2.2 billion a year in agriculture products, with livestock producing $1 billion and crops the rest. Naturally the price of cotton is a key factor in determining the success or failure of a crop year since this crop accounts for a little over half the farm income. In 1960, for instance, cotton farmers received $565 million for their crop. This was $107 million or 15.9% below the amount received for this crop in 1959.

Temperamental Cotton ▪ Cotton is grown from the Sabine river in the east to Lubbock in the west. It's temperamental, this little bush with the fuzzy fruit. In the Rio Grande Valley they raise fast-maturing strains because of parasites and pests; out on the western plains they produce different types. Careful selection of strains, pest control, irrigation and mechanized harvesting of fields defoliated by airplane spraying have kept Texas in the front of cotton-growing states.

The second grain crop is sorghum, a dwarfish sort of corn-like plant with tassels of tiny, oily kernels. This grain will produce $200 million in a good year ($195 million in 1960). The discovery that it is 98% as efficient as corn for cattle fattening is perhaps the main reason Texas is now finishing its own steers. Nearly 7 million acres were planted to grain sorghum last year, topping the nation, with another 800,000 acres planted to other types for silage and forage.

Wheat, Too ▪ It's not often anyone thinks of Texas as a wheat state, but last year farmers received $135 million from their crop. It was a good wheat year. Wheat acreage ranks fifth in the nation, practically all of it winter wheat. And Texas ranks one-two-three-four with Arkansas, Louisiana and California in its rice crop, wihch brought the state $56 million last year.

Fruits and vegetables produced $89 million for farmers. The Rio Grande Valley is raising better types of oranges and grapefruit as the killer-frost damage of a decade ago is forgotten. Its red and pink grapefruit are the world's finest, the valley boasts.

The famed Texas cattle bear no resemblance whatever to the longhorns of legendary grazing days. The vast King Ranch, with headquarters at Kingsville, 25 miles from Corpus Christi, has its renowned Santa Gertrudis strain with a tickproof hide bred in from Brahman cattle. This is the only American-developed strain. Whitefaces dominate the herds but there is a growing percentage of Black Angus and other types. Cattle ranchers got over a half-billion dollars for their animals last year.

Scientific Ranching ▪ A drive around famed King Ranch headquarters provides a quick course in scientific agriculture. Cattle breeding has been raised to a form of high art. Fancy quarter-horses and racers (two Kentucky Derby winners—Assault, triple crown winner in 1946, Middleground in 1950) are bred and trained but ogling tourists are kept at a distance because these thoroughbreds are temperamental. Every spring about 50 two-year-olds are shipped to major tracks to start their racing careers.

The ranch consists of 823,400 acres. It was founded before the Civil War by Richard King, a native New Yorker, with the present-day ranch operated by a corporation of which Robert J. Kleberg is president and general manager. Other ranches are operated in Kentucky, Pennsylvania, Australia and Latin countries. Experiments cover the range of land utilization, breeding, feeding, and wildlife conservation.

FARM CASH INCOME*

	1960 (add 000)	1956 (add 000)
CROPS		
Cotton	$ 564,636	$ 716,529
Cottonseed	56,288	83,161
Sorghum (grain)	194,968	92,623
Wheat	135,475	37,278
Fruits-vegetables	88,844	70,714
Rice	56,341	68,610
Total	$1,199,024	$1,129,158
LIVESTOCK		
Cattle	534,634	310,877
Dairy products	128,645	109,424
Calves	98,285	94,829
Poultry	74,430	62,199
Eggs	60,369	66,115
Hogs	42,338	58,143
Sheep-lambs	23,418	22,745
Wool	21,167	16,859
Mohair	18,782	12,939
Other Livestock	8,127	—
Total	$1,010,195	$ 754,130
ALL COMMODITIES	$2,209,219	$1,883,288

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*Does not include government payments.

DALLAS IS BIG BUSINESS

Battling Houston for top population Big D claims Ft. Worth's 600,000 as part of its trading area

In Dallas they hang two favorite tags on the metropolis—"Big D" and "Business Hub of the Southwest."

Both are descriptive. And both are accurate, judging by convincing statistics telling one of the great stories of American civic achievement.

Any time Big D gets an argument from Houston about who's biggest—Houston has more people—it has an economic ace up its sleeve: Fort Worth. The combination is unmatched in Texas. The combined population is equaled in only eight or nine other American markets. Dallas has over a million and Fort Worth is about 600,000; Houston, 1,243,000 (U. S. Census). That's 1,600,000 for Dallas.

The historical rivalry between Dallas and Fort Worth is disappearing from the market along with the chaps and horsey scent of a half-century ago. This rivalry was fanned chiefly by Fort Worth. At least, that's the way they tell it in Dallas where the calmer civic-minded business leaders point out that the younger element in Fort Worth is trying to shake off the city's long-promoted legend—"Where the West Begins." (See Fort Worth story page 86.)

Sell The Market ▪ These two major markets are a logical demonstration of the power of broadcasting in modern economics. Their tv stations and radio sell the market during Madison Avenue sales forays on the basis of Dallas and Tarrant Counties plus dozens of perimeter counties within range of the signals.

A tv signal can't split the market into two separate units. Nor can an outstate observer, plodding highly developed Route 80 between Dallas and Fort Worth, escape thinking of them as one, or at least as Siamese twins. And an air view shows two big cities moving toward each other, merging their facilities and commerce. A turnpike has cut the bus trip to 35 minutes.

Dallas has assumed many of the economic aspects of New York, with its commerce, finance and industry. It's newer, cleaner and more efficient, lacking mainly a seaport. Someday, Dallas enthusiasts say, they'll have a 400-mile canal along the Trinity River to Galveston. A survey is under way. Anyhow, it's a cheery dream and it just might come true.

The Dallas Federal Reserve Bank put it this way: "Dallas and the neighboring cities of Fort Worth, Arlington, Grand Prairie, Richardson, Irving and Garland—as well as others in the Dallas and Tarrant County areas—are steadily drawing together into an economic unit which ultimately will know only political boundaries."

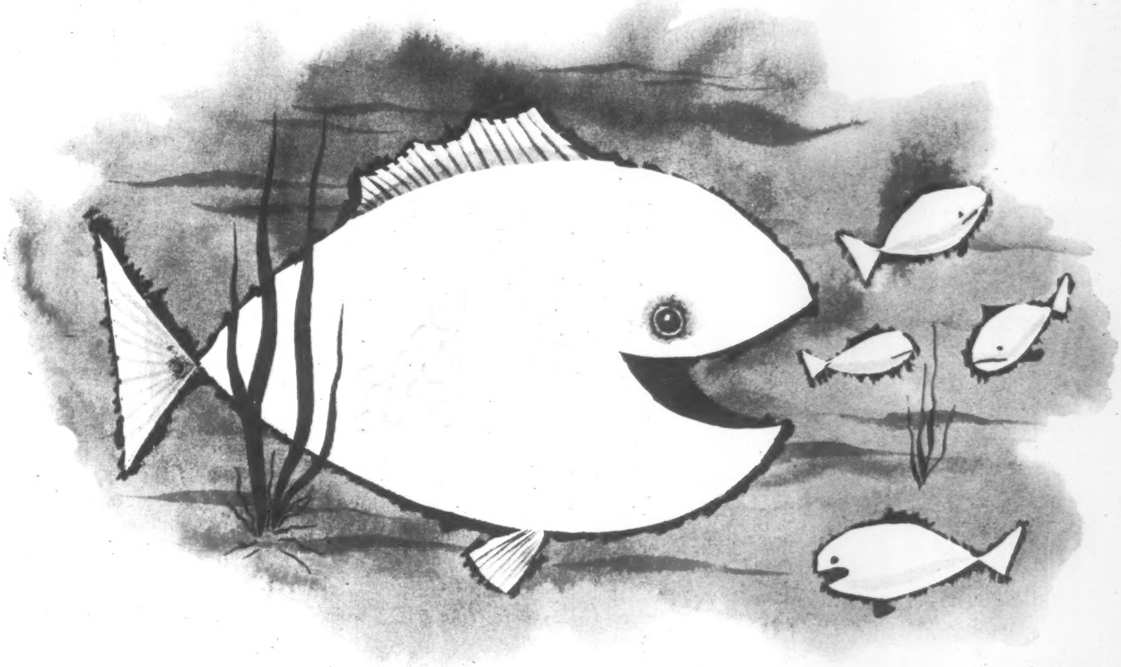
Big D Booms ▪ Big D is big, beautiful and booming. It's apparent as an airplane glides into Love Field, as a cab plies a few minutes along a modern freeway into downtown and as the residential and industrial sections are inspected. Above all, Dallas is exciting as its civic and business leaders tell stories—not about millionaires or oil barons, but about universities, culture, construction, banks, outstanding communications and general progress.

Dallas has its water supply under control. Five years ago during a drought they were peddling drinking water at 50 cents a gallon bottle. All that has changed. New lakes have been developed. One lake alone, Tawakoni on the Sabine River to the east and outside the Dallas watershed, is near completion and will double the present enlarged supply. Dallas now boasts it has a lot more water than it needs and will have no future worry.

Impressive Growth ▪ In the last five years Dallas has grown impressively. Only New York has built more office space, Dallas boosters insist. Main and Commerce streets are true skyscraper canyons, with new buildings going up at many spots. Downtown shopping is holding its own; giant suburban shopping centers abound. And they still come from thousands of miles to shop at famed Nieman Marcus, a modest but plush store that can provide a vast assortment of usual and unusual items from trinkets to luxuries.

Dallas now has two pro football teams, Cowboys (National) and Texans (American) that siphon Murchison and Hunt money, an expensive hobby these financial families seem to tolerate and even enjoy. The city has been after a big league baseball club but even the well-heeled financiers haven't yet been

Guess again. It's not Wall street or a view of the Chicago Loop but Akard street in downtown Dallas. The city has two of the nation's largest banks.



Buy Channel 4 . . . Buy DOMINANCE

of the Dallas-Ft. Worth market . . .

In every metropolitan area one station dominates the market — in the Dallas - Fort Worth area, KRLD-TV is that outlet. *Average Quarter-Hour Homes Reached, 9 a.m. to Midnight, Sunday through Saturday, shows Channel 4's dominance of this incredibly rich market. Consult your Advertising Time Sales representative or KRLD-TV direct. *ARB – June '61

Reach the Dallas-Fort Worth market EFFECTIVELY with Channel 4

KRLD-TV

Represented nationally by
Advertising Time Sales, Inc.
(Formerly The Branham Company)

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

KLIF

No. 1

in Dallas

CONTINUOUSLY SINCE 1954

All rating periods Monday thru Friday 6 a.m. to 12 midnite according to every C. E. Hooper report! Pulse, *too!*

National Sales Representative
JOHN BLAIR & CO.

able to swing it. Houston gets a National League baseball club in 1962.

Long an industrial community, the factory aspect is shifting from aeronautics to the newer sophisticated industries that serve the missile age (see Dallas Electronics story, page 86). But an intensified defense crisis could bring back some of the dwindling aeronautic activity.

Income High ▪ Personal income more than doubled in a decade, according to government figures, wages-salaries going up about 120% and other labor income 2½ times. Living standards are high; there's minimum unemployment and the city has tooled up its physical facilities for fast expansion in the 60s. Bank deposits in Dallas were up $310 million in mid-summer over a year ago.

Dallas isn't exaggerating when it boasts of financial prowess. It has big banks, big insurance companies, big business, big financiers and big wheels—the Murchisons (Alleghany Corp.), for example (see story, page 68). Their influence is felt all over Texas, the U. S. and around the world.

Big Banks ▪ It has two of the largest banks in the nation—Republic National Bank with nearly $1.2 billion in resources, and First National Bank in Dallas, with just under $1 billion. Combined, Dallas banks have over $3 billion in resources and there is no such thing as a branch bank in Texas.

A score of Dallas-based insurance companies have over $9 billion insurance in force; the city is one of the four leading U. S. Insurance centers. There are 19 members of the New York Stock Exchange, ascribed to its proclaimed role of "leading securities center of the South." Merrill, Lynch, Pierce, Fenner & Smith has 100 employes in its two Dallas offices and is in a big expansion program.

The city is a transportation center, dominating southwestern traffic. Mexicana Airlines last April started international service. Delta has just added new service to Las Vegas and the West Coast; Eastern to New Orleans and Miami. Two-score truck lines have terminal facilities, averaging $200,000 a day in freight clearings as 1,200 trucks head in all directions. Some 1,800 Texas communities rely solely on trucks for shipping service.

Style Leader ▪ With its crossroads location, Dallas has assumed a dominant position in the apparel and dry goods industry. Its styles have become pace-setters. Dallas Fashion Manufacturers Assn. members, employing 11,000, have a $30 million annual payroll. Over 6,000 garment buyers go there four times a year. Sales comprise 80% of the state total.

Industrial districts are prettied up in the modern manner. Brook Hollow along the freeway is described locally as "the most beautiful entrance to any city in America." It houses 200 firms with $75 million plant investment and includes such names as GE, RCA, Abbott Labs, Insurance Co. of North America and Parke Davis. There are a score of other districts plus another 17 industrial areas. The new 16-lane Stemmons Freeway runs along Trinity District, an industrial center with 1,000 firms and $100 million in buildings located on a 1,500-acre plot.

Many Conventions ▪ Conventions and trade shows numbering about 200 will bring the city $75 million this year. The Merchandise Mart of Dallas was set up in 1952 and a furniture mart was added in 1957, the largest outside Chicago. In mid-July there were 10,000 furniture buyers in Dallas for the summer show. Other marts are devoted to decorative, home furnishing and gift wares. A new building, with a million square feet is devoted to gift wares. Hotel space doubled in the 50s, including large Hilton and Sheraton facilities.

Industrial payrolls last year totaled $1,785 million, up $77 million in a year. Principal sources were manufacturing, $457 million; retailing $237 million; wholesaling $224 million; service, miscellaneous $193 million; government (including private education) $186 million; transportation, $120 million; construction $104 million.

Bank deposits were up 8.1% in 1960, payrolls 4.6%, bank debits 10.1%, electricity use 10.7%, number of telephones 5.9% and postal receipts 7.7%—all that in one year.

Wholesale Center ▪ Over 3,000 wholesale firms did a business of more than $4 billion, leading the rest of the state and ranking 12th nationally. Leading items were autos, machinery, groceries and farm products. Metropolitan Dallas has 28% of the Texas wholesale business compared to 11.3% of the population. Houston is second-ranking wholesaler with $3.6 billion.

But where Dallas really gets exciting is in its office, industrial and highway facilities. The city set a local building permit record in the first quarter of 1960, its $57.6 million ranking third in the U. S. Among current projects are an upcoming First National Bank in Dallas building, Praetorian Bldg., Southwestern Bell, Glidden Co. plant at Carrollton, Republican National Bank tower, Southwestern Life, more freeways, St. Paul's Hospital, $3 million Medallion department store, Montgomery Ward, $50 million shopping center and 10,000 homes (1961 total). The city is becoming an important building supply center.

Post-Graduate Study ▪ In the future is a post-graduate study facility, Graduate Research Center of the Southwest. It's in limited operation now and a

Says John Hopkins:

General Manager, KTVT, Dallas-Ft. Worth, Texas

"We bought Seven Arts' Vol. I and II because

YOU CAN'T HAVE TOO MUCH OF THE BEST.

"We have one of the most extensive film libraries in the country, but still we bought Warner's 'Films of the 50's' to enhance our reputation for presenting the best in feature film entertainment. Vol. I and Vol. II both represent by far the best post-'48 features you can buy. And we need the best to pitch against network competition."

Warner's films of the 50's... Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, completed shooting in Paris . . . Gene Kelly directing . . .
Theatre—"Gone with the Wind" in preparation . . .
Television—Distribution of films for T.V., Warner's "Films of the 50's" . . .
Literary Properties—"Romancero" by Jacques Deval . . .
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction . . .

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
BEVERLY HILLS: 232 So. Reeves Drive GRanite 6-1564

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

JOHN HOPKINS

campus will be developed. Southern Methodist U. will have what is described as the largest capacity research center of any U. S. campus when Remington Rand completes an addition to its joint SMU project. U. of Dallas, started in 1956, now has 750 enrolled. A drive is underway to raise $3 million for a new Dallas Baptist U.

Newest business-getter is Six Flags Over Texas, a brand new frontier version of Disneyland. It's located 17 miles west of Dallas on the 30-mile Dallas-Fort Worth turnpike and is a Texas-style superdooper.

Big D has ideas, expansive ideas about the future. As the population shift moves toward the South and Southwest, Dallas confidently plans to be ready with modern physical facilities, an ample skilled labor supply and an intense desire to be the biggest center in the South and Southwest.

Dallas electronics production center

The most spectacular factor in the growth of Dallas industry is the production of electronic items and associated research. Blessed with skilled engineers, these firms are neck-deep in the Minute Man, Saturn, Nike-Zeus, Sergeant, Thor, Atlas, Hawk and all the magic names of the missile era.

By yearend these firms will have turned out electronics products with a total value of $263 million, according to a compilation by the Dallas Chamber of Commerce. The industry employs around 17,000 persons with a payroll of $100 million—17.4% of all Dallas factory workers.

Doubled in Three Years ▪ Nobody's much excited over the growth rate, but for the record it must be stated that Dallas electronics employment doubled between 1958 and 1961. And this is just the beginning, according to a recent statement by James J. Ling, board chairman of the new Ling-Temco-Vought combine (a merger of Ling-Temco Electronics and Chance Vought Corp. that will be wrapped up by the time these lines appear).

Ling-Temco-Vought covers the gamut of electronics, radar, tv, missile and industrial electronics. It has a backlog of $300 million. A subsidiary, Continental Electronics Mfg. Co., built the most powerful transmitters in the world. They include a 2,000 kw job for the Navy and superpower gear for Voice of America. Continental developed radar for the Nike-Zeus antimissile-missile system and many types of space equipment. A Polaris sub system was developed in collaboration with Alpha Corp., a Collins Radio subsidiary.

Largest of the Dallas electronics firms is Texas Instruments (18,000 employes worldwide, 11,000 in Dallas County; 1960 billings of $233 million). TI is a leading manufacturer of transistors and other components. Last year it spent $38 million on engineering alone, about half supported by other firms and the government.

Collins Plant ▪ In Texas, Collins' Dallas headquarters directs operations that employ 3,000 (including the subsidiary Alpha Corp.). It has an $1.8 million addition. The Texas division is devoted to single sideband communication, airborne navigation, flight control, broadcast and space equipment. Alpha handles space surveillance, integrated land-sea-air systems and instrumentation switching facilities.

Electronic Corp. makes low-cost tv stations and automated fm gear. It has proposed a commercial tv service (uhf) for Dallas businessmen, providing visual-audio news, market data and weather. Varo Inc. provides power supplies, components and other electronics items.

HST Division of Dresser Electronics designs and makes magnetic components and electronic sub-systems for missiles and rockets, radar and television. In all there are 14 Dresser Industries divisions. Among Dallas electronic firms are Geotechnical Corp., Space Corp., General Electrodynamics, Airborn Inc. and dozens of others.

FT. WORTH INDUSTRY GROWS

Cowtown label fading as new plants multiply; stockyards and packing houses still important

Some of the oldtimers hate to admit it, but those who measure markets with slide rules instead of sentiment can state a good case on behalf of the claim that Fort Worth is losing its beloved "Cowtown" reputation. For Cowtown has gone modern.

Of course some western flavor persists, especially in world-famed Amon G. Carter Museum of Western Art where it apears in high concentration, but a curious pedestrian who talks to a hundred or so of the natives will find they're more interested in the chance of reviving the Hustler (B-58 bomber) as a key defense weapon or the state of business at Sun Chemical, the shift of Great Southwest Corp. headquarters from Dallas and the building plans of Carling's beer, Crown Cork, General Foods and Sears Roebuck.

The late Amon Carter knew Fort Worth when it was a trail crossing. He observed and sparked its growth into a modern city as publisher (*Star-Telegram*), broadcaster (WBAP-AM-TV), and civic leader.

Industrial Parks ▪ Major industrial parks house much of Fort Worth's industry. The city and environs are the second largest aircraft production center in America. The Hustler is the fastest manned weapon in the U. S. arsenal but production at General Dynamics, with 16,000 employes, has been hit by Washington indifference, an attitude that is starting to feel the pressures of international crises. Bell Helicopter, selling aircraft in 50 countries, is keeping busy and employs 3,000. Carswell air base has B-52 bombers.

The cattle industry, which drove Fort Worth into business prominence, is still important. The $30-million investment in packing houses and stockyards provides work for 10,000 and a $30-million annual payroll. About 3 million animals are handled annually, a business that grosses $200 million a year.

Grain storage capacity, 72 million bushels, is fifth largest in the nation. Flour and feed mills are important.

Forth Worth likes the tag "Detroit of American Boats," the industry having $14 million in annual sales and a $4.6 million payroll. There are 400 concerns directly connected with the oil industry. Life insurance and fire-

WRR
DALLAS METRO
FLASH!
Check Metro Pulse
April-May '61
WRR #1 good music station
and now in top 4 of Dallas

57%
Net Unduplicated
Radio Homes

TOTAL DAY—WEEKLY CUME.
PULSE Cumulative Feb. '61

5000 watts WRR 1310 KC
Dallas Texas
Represented by
GILL-PERNA, INC.

FORT WORTH - DALLAS

TEXAS

6th U. S. MARKET
Sales Management, July 10, 1960 . . .

. . . .

WBAP-TV
NBC — 5
. . . tops in news, weather, color

. . . .

WBAP-820
50,000 WATTS — NBC
the sociable station —
gay & interesting talk features

. . . .

WBAP-570
5,000 WATTS — ABC
radio refined where music
does the talking

. . . .

WBAP-FM 96.3
non-duplicated schedule
of work-along music

. . . .

**WBAP REACHES
1,086,600 people in
FORT WORTH - DALLAS**

**. . . an
outstanding
record
of
public
service**

WBAP • AM • FM • TV

FORT WORTH — 3900 BARNETT . . . DALLAS — 1900 NORTH AKARD
Ask any Colonel: Peters - Griffin - Woodward, Inc.

Here is the Ft. Worth "Mixmaster" highway system with the downtown section of the city in the background. The roadway has four levels.

casualty companies based in Fort Worth have assets over $200 million.

Transformation ▪ All this tends to clash with the "Cowtown" label, excepting the livestock industry. Fort Worth is undergoing a marketing transformation. By itself it is an important market of 600,000. But tieing Fort Worth into the area covered by its tv signals brings an entirely different story. At this point Fort Worth becomes part of a market area approaching 3 million persons in 53 counties served by Dallas-Fort Worth tv stations.

The older generation isn't happy about the merging of Fort Worth into other marketing groups. Yet a survey of the city will show it expanding eastward toward Dallas as Dallas expands toward Fort Worth.

Times and Fort Worth are changing. The traditional motto, "Where the West Begins," has been modernized by younger business people to this version, "Fort Worth—Where Modern Living Meets the Hospitality of the Old West."

This draws a fast reaction from oldtimers, who stick to the original version. "The spirit of West Texas remains," according to Harold Hough, WBAP-AM-TV vice president-director. "Many of the ranchers live here. We're the marketing center for West Texas. Ranching and oil are still important." He conceded Fort Worth has become more modern with its aeronautic and scientific industries. Then he added, "Many of the people who work at Convair live as far west as 100 miles."

Industrial City ▪ "Don't swallow those yarns about our Cowtown atmosphere," another business official stated with a suggestion it would be better if he remained anonymous. "Fort Worth is an industrial city, with close Dallas ties. Everybody goes back and forth so much over the turnpike and old Route 80 that it's getting to be a joke—except when you mention Amon Carter airport and Love Field." Carter airport is 19 miles from downtown Fort Worth. A diligent right-of-way purchase, 16 miles long and 50 feet wide, brought it into the Fort Worth municipal boundaries. But Love Field, 15 minutes from Dallas hotels, dominates the traffic movement despite the fond hopes of Mr. Carter.

Medium-size cities have sprung up between Dallas and Fort Worth. Tarrant County has 53,500 employed in manufacturing, 128,000 in construction, 53,700 in retail trade, 24,200 in government. With assorted other lines, the county has 219,000 employed compared to 455,000 in Dallas county, according to late figures of Texas Employment Commission. Wages and income rose 139% between 1948-57 and the pace is still brisk. Food and related products are big employment sources. Candy is an important item.

Shopping Center ▪ Fort Worth continues to be the shopping center for much of northern and western Texas, southwestern Oklahoma and eastern New Mexico, according to a Federal Reserve study. The city leads in work clothes manufacturing in the Southwest and has a number of furniture plants. Lennox Industries is the Southwest's No. 1 producer of air conditioning equipment. Value added to manufacturing, all products, tripled in the 1948-58 period. The low work-stoppage record is claimed to lead the Southwest.

Looking ahead, Fort Worth hopes for a million population in the mid-70s. Its bank debits (individual accounts) doubled from $4.7 billion to $9.3 billion from 1950 to 1960.

Whether it's Fort Worth, Dallas-Fort Worth or 53 counties, Cowtown is living, spending and thinking like other Texas cities which are mostly thinking like other American cities.

THRU THE SAME DOOR . . . FOR 21 YEARS!

Since 1940, GEORGE ERWIN has been the friendly "waker upper" . . . the big selling force in Fort Worth morning radio.

Other voices, too, have become KFJZ trademarks . . . PORTER RANDALL, 21 Years . . . DAVE NAUGLE, 15 years.

POSSIBLY this is why you can expect better results . . . why Hooper says we lead in all time periods for three straight reports*!

*May —June '61
June—July '61
July —Aug. '61

KFJZ

"The Voice of Dependability"
since 1922

Tall Towers Re-Shape Marketing Strategy

BIG STICKS DELIGHT TV USERS, DISMAY COMPETING STATIONS

Television's potential as a sales tool has taken on new dimensions in a handful of U. S. markets.

Each of these areas boasts one of those unique engineering achievements usually dubbed "The Tall Tower." A lofty tribute to someone's ability to "think big," this utilitarian giant sends TV's selling signal booming out to consuming masses that competing media can only dream about reaching.

Experts Re-Evaluate ▪ The result: experts in every phase of the marketing function find they must re-evaluate these markets to take full advantage of this unusual video impact.

No longer valid is the old concept of covering only a metropolitan market. Outdated, too, is that favorite of print media, "the retail trade zone." Even the more modern idea of regional marketing via TV has to be expanded in Tall Tower markets. Any lesser approach passes up a golden opportunity to use the most muscular of all mass media, Tall Tower Television.

New Sales Support ▪ An advertising manager, for example, finds a Tall Tower supplies solid TV sales support for trade areas that never before enjoyed such help. Obviously, retail activity can be stepped up without any increase in overall advertising investment. This is a development that is not likely to bring gloom to any board of directors.

And what about the effect of this Tall Tower on the company's co-op advertising program? The smaller dealer — who traditionally has moaned "When are you going to do some advertising in my town?" — is finally willing to agree that the company's schedule on a Tall Tower station really reaches local customers. Participation by more distributors of this type cuts the amount that each must pay, so co-op campaigns become more welcome, more frequent and, hence, more effective.

Media Analysis. ▪ While the advertising manager has been becoming pleasantly acquainted with Tall Towers, the media analyst at his advertising agency also has made interesting findings.

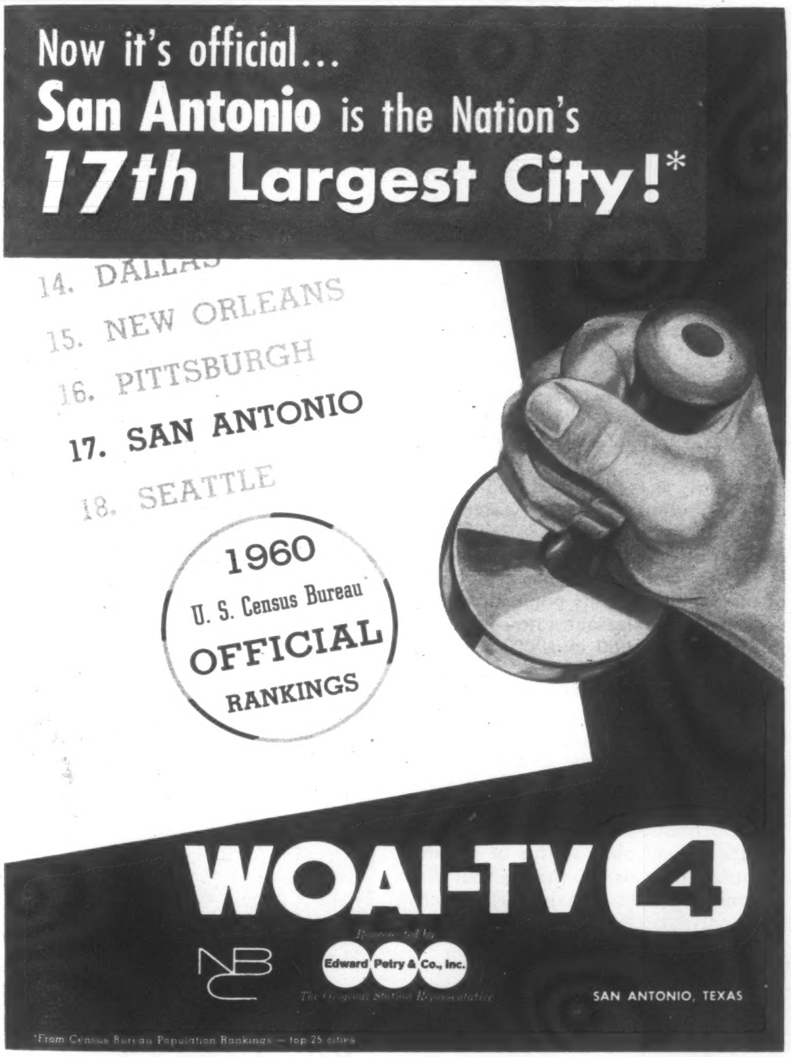
This expert notices that some TV stations are pushing back the horizon, adding a dozen or more counties that competing channels do not penetrate to an effective degree. In the San Antonio Television market, for example, the 1960 ARB Coverage Study credits WOAI-TV (the Tall Tower station with the greatest coverage) with 52 counties — compared to only 39 for the VHF with the shortest tower.

The media authority recognizes, too, that a Tall Tower station's greater potential audience makes it possible for each schedule to reach a larger unduplicated cume, a benefit that is vital to the sales strategy of many advertisers.

Homes vs. Ratings ▪ Everyone performing the time-buying function for an agency is made conscious of Tall Towers by sales presentations stressing "Total Homes" — supplied by stations fortunate enough to be operating from a big stick. Conversely, pitches by competing channels show a strange fondness for metropolitan rating points and are apt to speak disparagingly of extended coverage that delivers "windmills and jackrabbits."

The real oddity in this difference of emphasis is that some of the most vocal supporters of the glorious rating point have quietly applied for permission to build their own Tall Towers! Clearly, continuing market research by agencies and advertisers has firmly established the importance of delivering people rather than percentage points.

And an increasing number of 1961's fourth quarter schedules are going to Tall Tower stations solely on the basis of potential. With many of their commercials slotted in or adjacent to wholly untested program fare (which describes the prime time line-up in any market), time buyers and their clients reason that they are reducing the risk by choosing a channel which, sign-on to sign-off, delivers more than its fair share of the audience.



Now it's official...
San Antonio is the Nation's
17th Largest City!*

14. DALLAS
15. NEW ORLEANS
16. PITTSBURGH
17. SAN ANTONIO
18. SEATTLE

1960
U. S. Census Bureau
OFFICIAL
RANKINGS

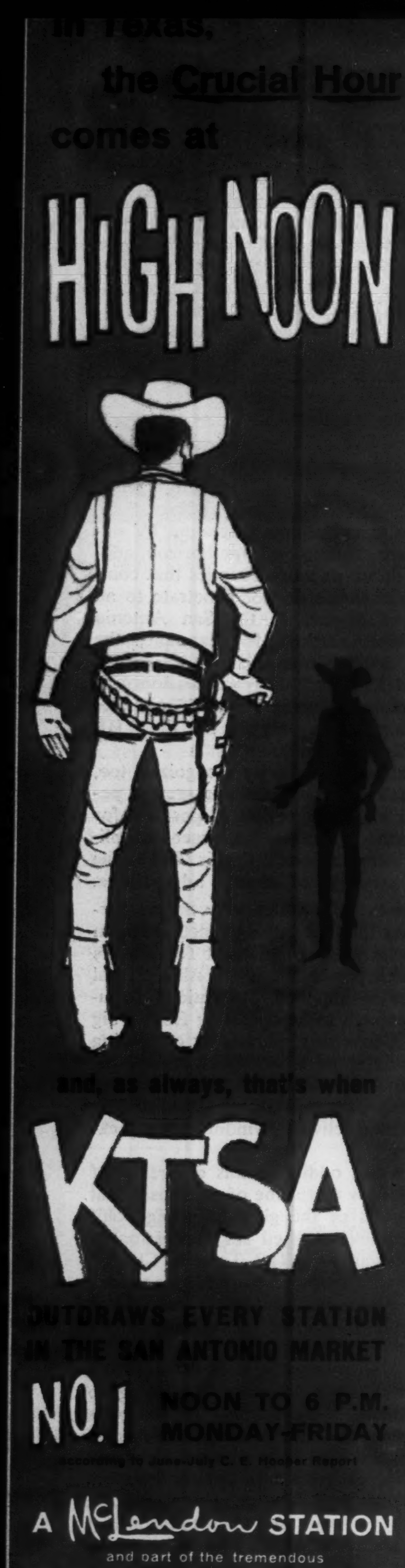
WOAI-TV 4

NBC

Represented by
Edward Petry & Co., Inc.
The Original Station Representative

SAN ANTONIO, TEXAS

*From Census Bureau Population Rankings — top 25 cities



in Texas,
the Crucial Hour
comes at
HIGH NOON
and, as always, that's when
KTSA
OUTDRAWS EVERY STATION
IN THE SAN ANTONIO MARKET
NO. 1 NOON TO 6 P.M.
MONDAY-FRIDAY
according to June-July C. E. Hooper Report
A McLendon STATION
and part of the tremendous
TEXAS TRIANGLE
KILT ★ KLIF-KFJZ ★ KTSA
Houston Dallas San Antonio
Represented Nationally by
JOHN BLAIR & COMPANY

San Antonio's skyline is impressive as seen from one of the modern expressways which lead into the city. The look belies its historic past.

BASES BOOST SAN ANTONIO

Old and new blend to give southern Texas center unusual, but prosperous, economy

In San Antonio, where the old and new live in prosperous harmony, they "Remember the Alamo" every time there's an excuse for a festival. More recently they're learning to enjoy more prosaic symbols such as the payroll at Lackland air base or the $675 million in bank deposits.

This city of contrasts is a tourist's dream and an economic exception.

Military Center ▪ Much of the basic economy can't be observed easily. San Antonio is surrounded by colossal military bases scarcely visible from highways—"the biggest military center outside the Pentagon." There's no collection of big industrial parks or chemical plants to dramatize local industry.

San Antonio is content with its unusual economic facade for obvious reasons—these for example:

- Nearly half its wages and salaries come from the government, a steady income source immune to the harsh fluctuations of the average city.
- Even without the business boosts of major industries its population is increasing at a pleasant rate— 500,460 in 1950 to 687,000 in 1960, a healthy 37%.
- The defense installations promise continued growth—it's a haven for retired military personnel and younger men coming out of the service.
- It serves as a financial center for south Texas.
- Distribution and service industries are the second main source of income. Manufacturing is developing but San Antonio isn't yet a major factory city with only about 26,000 so employed. Strikes, by the way, are rare.
- The historic shrines and other tourist attractions bring in $50 million a year; conventions draw another $10 million; an urban renewal project is in the works.
- Important medical facilities at the military bases; a new hospital is underway at Lackland and the U. of Texas is to have a medical center.

The governmental side of San Antonio isn't easily documented. Many of the primary facts are on record but the full spread of federal influence has intricate and important aspects.

Military statistics as of July 1960 (and they haven't changed much in a year), show 49,888 military and 29,987 civilian personnel drawing $270 million in annual pay.

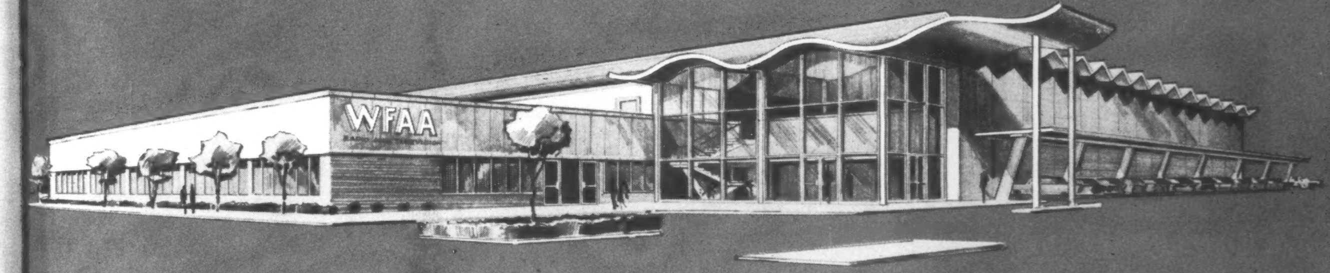
Since World War I ▪ The Army came to San Antonio in World War I. Kelly Field was the first great flying center, flanked soon by Brooks air base. Now there are five Air Force bases—Kelly, Brooks, Lackland, Medina (usually included in Kelly) and Randolph. Lackland is by far the largest with 26,000 military and 1,900 civilian personnel

Mission San Jose in San Antonio

WFAA

IN *"Communications Center"* ®

AM
FM
TV



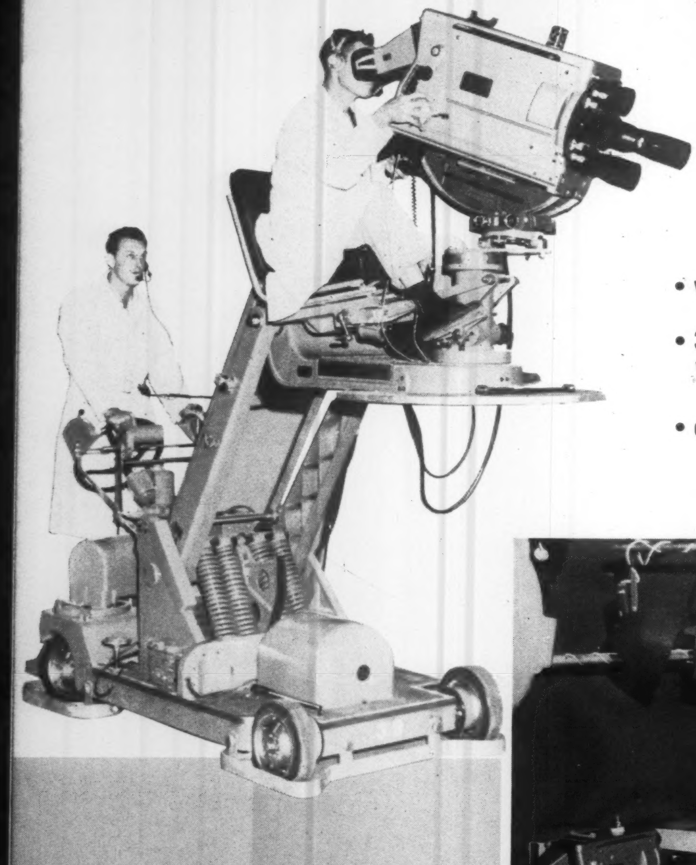
DALLAS

HOME OF

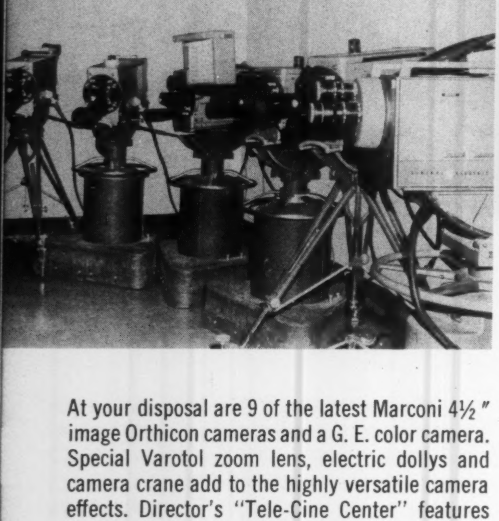
WFAA *productions*

QUALITY-CONTROLLED

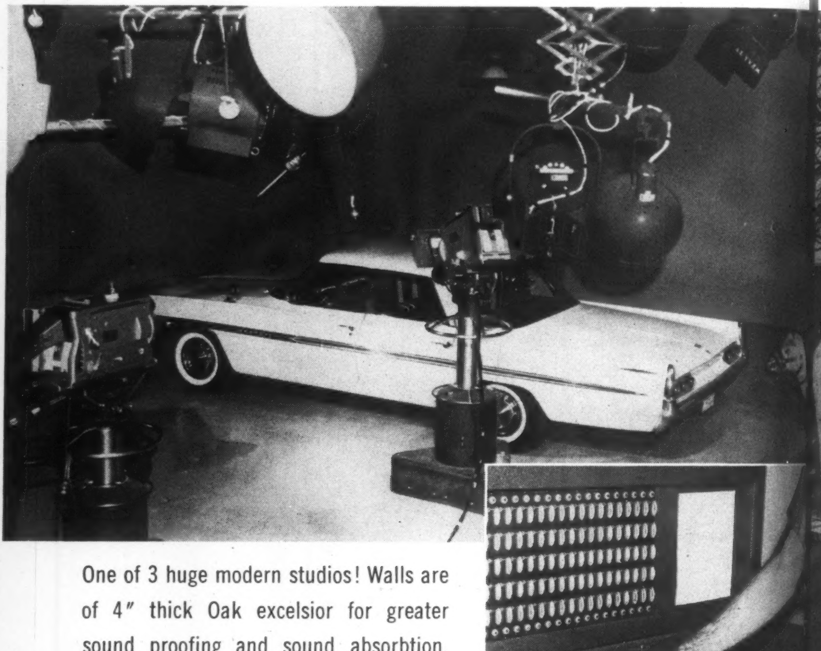
studio,



- **world's finest facilities, including intersync and interswitch!**
- **3 huge studios—9 Marconi cameras—a total of 5 Ampex VideoTape recorders!**
- **currently serving nation's top agencies and advertisers!**



At your disposal are 9 of the latest Marconi 4½″ image Orthicon cameras and a G. E. color camera. Special Varotol zoom lens, electric dollys and camera crane add to the highly versatile camera effects. Director's "Tele-Cine Center" features the latest in intersync and interswitch equipment.



One of 3 huge modern studios! Walls are of 4″ thick Oak excelsior for greater sound proofing and sound absorbtion. Overhead air-conditioning ducts keep performers cool at all times. Overhead lighting is second to none, and operated by a silicone controlled dimmer. Pre-sets permit five different scenes to be prelighted at one time.

PREPARATION OF STORYBOARDS, CASTING, DIRECTION, STAGING AND MUSICAL SCORING AVAILABLE IF NEEDED

WFAA *productions*

Address all inquiries to Dick Gray, WFAA Productions, at Communications Center, Dallas, Texas

VIDEOTAPE PRODUCTIONS

or location!

Add that all-important "quality touch" to your next videotape production! WFAA PRODUCTIONS is a complete entity affording the ultimate in technical equipment and production know-how. Studio or location, no job is too big or too small. Our $250,000 VideoTape Cruiser can range up to 500 miles for "on location" taping . . . has its own power supply, two Ampex VideoTape units and 6 Marconi cameras. "In studio" shooting is the most flexible and fully equipped you will find anywhere!

Texas' fabulous country clubs provide pleasing backgrounds for "on location" taping. However, WFAA's VideoTape cruiser can go **anywhere** . . . to retail outlets, ranches, traffic areas, even the oilfields to achieve that added realism.

DICK GRAY, Manager
WFAA PRODUCTIONS

Former network unit manager and producer of many national live, film and videotape commercials in New York, Dick Gray's extensive background will prove invaluable to advertisers and agencies. He is in charge of all production, including taping, mobile contracts and commercial recording.

Shoot on location . . . view . . . edit . . . and return with the complete videotape ready for showing. Unit contains special effects amplifier and 6 camera chains. It is truly a television station on wheels!

Special set construction, as well as the utilization of a variety of existing sets provides limitless backgrounds. Rear screen projection is also available.

WFAA *productions*

Address all inquiries to Dick Gray, WFAA Productions, at Communications Center, Dallas, Texas

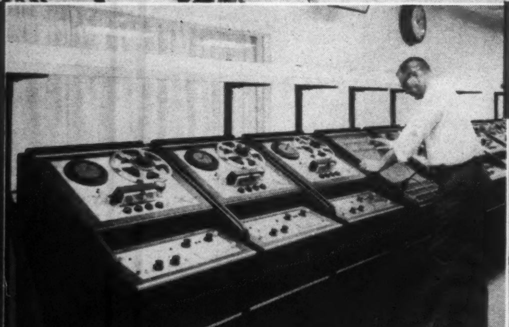
Unsurpassed Fidelity and Flexibility

RADIO RECORDING

Monaural or multi-track stereo (up to 4 track), WFAA PRODUCTIONS is fast becoming noted throughout the nation for the quality of its transcriptions . . . tape or disc. And the talent supply is almost unlimited, back-stopped by engineers and directors with many years of experience.

Studio "D" with its polycylindrical sound diffusion walls and special grids create the ultimate in singing. The entire studio "floats" independently from the rest of the building.

A battery of 8 Ampex #354 stereo-monaural tape recorders permit mass tape duplications with one single tape simultaneously duplicated up to 8 times.



Two German-made Neuman Lathes produce transcriptions in four speeds—microgroove and stereophonic. This is the the most advanced recording equipment available today!

WFAA *productions*

Address all inquiries to Dick Gray, WFAA Productions, at Communications Center, Dallas, Texas

Kelly has 4,496 military but 20,701 civilian workers. The Army operates Brooke Army Medical Center at Fort Sam Houston where there are 12,942 military and 4,566 civilian personnel.

These statistics seem simple enough. They comprise about a fourth of the city's personal income and possibly three times the factory income, according to a Federal Reserve Bank analysis at the close of the last decade.

Here's where the related influences appear. The military bases spend around $40 million a year in local products and services, a boost for factories, wholesaling and retailing. Another influence—dependents of military people live around the area. Many retired officers settle down there, close to old friends and delighted with the balmy climate (about one measurable snow every three years and a steady breeze). Finally, young military men stay around when they leave the service.

Stable Influence ▪ The military influence is marked by stability, all bases being permanent peacetime installations. A disturbed world suggests possible expansion of these bases. Capsulized, San Antonio now has roughly 100,000 people in its military facilities, with an income of a third of a billion dollars.

Another secondary factor: U. S. Services Automobile Assn. has its world headquarters in San Antonio, with a 1,600-employe payroll and a flow of money into local banks.

San Antonio has the elements for growth. Ample land for city spreading is available despite the big military bases. New freeways are being built with a $40-million project approved by the voters. South Texas is on the move. Livestock, vegetables and fruit are the backbone of food and packing plants. The large Latin populace is several generations removed from old Mexico and its income is increasing. It went from 25th to 17th in central city population in a decade. Five new industries came in 1960. A complex of federal offices is expected to expand. The Chamber of Commerce is headed this year by James M. Gaines, president-general manager of WOAI-TV.

Mexico Prospering ▪ About 150 miles away in Mexico there are growth signs. This is important to San Antonio as a shopping and distribution center. Mexico is developing a middle-class citizenry.

Friedrich refrigerator plant, major San Antonio industry, employs 1,500. It began in 1883 and recently was acquired by Ling-Temco of Dallas. Tumpane Co., aeronautical plant, employs 250.

The old shrines are getting older. The Alamo inspired a movie whose premiere last fall brought a lot of publicity to the city. The physical facilities are becoming thoroughly modern, though a charming tree-decked waterway that once was a river winds through the downtown and some of the streets wander around in the spirit of a past century.

It adds up to a city of cultural contrasts and economic solidarity.

WEST SETS RECORDS, EVEN FOR TEXAS

Five cities, on route 80, trying to outgrow each other

One of the boomingest of all Texas booms is remaking the map along Route 80 in the Permian Basin. Strung out 210 miles east of the Pecos, five new cities are trying to see which can grow the fastest. They are, from west to east, Odessa, Midland, Big Spring, Sweetwater and Abilene. Somewhat south lies San Angelo. West Texas is full of surprises, especially the unexpected group of skyscrapers that comes up on the Route 80 horizon en route to Midland. The almost-twin cities of Odessa and Midland, circled by air, show vividly what's happening in the basin. At the present rate of growth they'll be physically tied to each other in another decade or so. (See El Paso, page 111.)

Oil and gas, new industries and military money are behind much of the boom. The basin, which actually reaches into nearby New Mexico, has over 81,000 oil and gas wells producing close to a tenth of the oil in the world—1.45 million barrels a day. Last year 5,318 wells were drilled. If the holes were laid end to end, they would reach from New York to Los Angeles and back again (taking a crow-flying course).

West Texas has huge chemical industries related to petroleum, mineral plants, gypsum and cement. Enough building is going on to keep some of the cement plants busy. The West Texas water problem is being solved as new lakes and dams are built, though they learned long ago how to live on slim water rations. With more water there will be more industry.

Abilene-Sweetwater

The city of Abilene doubled in population in the last decade, maintaining the West Texas pace. It grew from 45,570 to 90,368 (98.3%) from 1950

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The mohair industry is becoming more important each year in Texas. These freshly shorn Angora goats had their pictures taken near Junction.

to 1960, enjoying the employment and money from 90 manufacturing plants, the oil industry, three colleges and two military units. Metropolitan Abilene has 120,377 people.

Dyess Air Force Base has a $2 million monthly payroll, housing two bomber wings and a transport wing. A $6 million Nike Hercules unit has a personnel complement of 315. New Atlas ICBM launching sites are on the way. The downtown is slated for a new look with building of an enclosed mall shopping center covering two blocks. Streets and utilities have been overhauled.

The colleges are Abilene Christian, 2,500 students; Hardin-Simmons U., 1,600, and McMurry College, 1,157.

Agriculture centers around livestock, cotton, grain sorghums and wool-mohair. Abilene is a financial and wholesaling center as well as a producer of food products, apparel, brick and tile and structural steel.

Sweetwater is the main city in Nolan County, 19,000 population. It has gypsum and cement plants and a packing income. Like Abilene it gets money from oil and transportation.

Big Spring

New and modern Big Spring bears little resemblance to the little county seat of Howard County in the pre-oil days. Opening of the Howard-Glasscock field in 1925 brought about the change. Cosden Petroleum Corp., now a subsidiary of W. R. Grace & Co., built a refinery in 1928 and it has a daily flow-through of 30,000 barrels. Cosden supplies jet fuel and gasoline by pipeline to local Webb Air Force Base ($14 million payroll) and Dyess Air Force Base at Abilene. Another line feeds into Midwest and Ohio Valley distribution systems. Besides custom fuels for other oil companies, Cosden is a big petrochemical producer, including $9 million a year of roofing-paving asphalt and a similar business in bases for fibres, rubber, plastics and drugs. Styrene alone runs 70 million pounds with new capacity.

Population is 31,230 in the city, a thumping 92% increase in the 1950-60 period. Dry farming includes cotton and grain sorghum. There's a lot of ranching. Farm income in Howard county is around $9-10 million. Telephone connections jumped from 5,329 to 13,316 in a decade. Big Spring has over 50 manufacturing plants, including Cabot and Richard carbon black. Webb air base has been expanded.

San Angelo

San Angelo's metropolitan population rose from 59,000 to 65,000 during the last decade but it's getting ready for a larger gain in the '60s. A master municipal plan is in the works. The city, with its water supply being augmented by a $32 million dam, is promoting the processing of its own raw products. These include grain-feed crops, cattle and wool-mohair, the world's largest wool market, it's claimed. The gas supply is unlimited. A rail project in Mexico will tie San Angelo via the Santa Fe to new Chihuahua al Pacificio railroad trackage, providing an outlet to Topolobampo on the Pacific. Home building is up 41% over last year. There's a spurt in nearby gas drilling.

Odessa

Odessa can't be dealt with calmly. Not long ago it was a cattle-loading point on the Texas & Pacific RR, with an occasional stopover by Route 80 motorists in search of a service station. Now it brings into being some of the civic fantasies once portrayed by oiled Texans at Madison Avenue's posh refreshment stalls. It's really flossier than most of their descriptions. The Odessa Athletic Club can send a New Yorker slinking home in shame, or better still down to the Golden Rooster for a calming potion or two, probably more.

The Chamber of Commerce is guilty of gross understatement in its slogan, "America's Newest Industrial Frontier." Ask any Odessan. It's newer and greater than that. The city's population jumped 208.1% in the 1950-60 decade —29,495 to 80,338. Another 10,000 live out in Ector County. Twenty-odd miles to the east is Midland.

Here are a few of the goodies that Odessa proclaims: largest oil supply center in the world; largest oil equipment show in the world, an honor shared every other year with Tulsa; slickest publicity gimmick—a 250-member Chuck Wagon Gang that travels the nation feeding up to 18,000 at a time (cost plus 10%) and spreading the fame of Odessa; fastest growing city in Texas; "Drilling Tech," a twice-a-year,

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a channel 12 community service presentation

As surely as "the air waves belong to our people" . . . KONO-TV devotes a prodigious portion of its time, talent and energies to conscientious community service. Our entire staff is public-service oriented, recognizing that we have the opportunity to continue building a safer, better educated, more enlightened San Antonio and South Texas. Besides carrying a large schedule of nationally created public service programs and local and national spots . . . we initiate numero community service projects which are conceive planned and produced by our station . . . worki closely with civic, cultural, military, religious and ed cational groups. Several programs are reproduced l us for airing on other stations. We are proud of th year's community service accomplishments . . . locally produced . . . as partially outlined on this pag

★ ★

MILITARY:

- "U. S. Army Reports"—for Fourth Army.
- "Biggest in the Southwest"—for Kelly Field and San Antonio Air Materiel Area.
- "The Greatest War"—for Ft. Sam Houston: an historic record of weapons of the Civil War.
- "Summer Safety"—for Brooke Army Medical Center.
- "Cloverleaf Varieties"—for Fourth Army Recruiting.
- "Aerospace San Antonio"—for Randolph Air Force Base.
- "U. S. A. F. Language School"—for Lackland Air Force Base.

PUBLIC SAFETY:

- "Biography of a Fire"—for the San Antonio Fire Department.
- "Fire Fax"—weekly programs for constant safety instruction.
- "The Friendly Stranger"—for San Antonio Police Department Vice Squad.

CIVIC:

- "The Children's Hospital"—a one-hour filmed and video taped tour of Santa Rosa Hospital's new Children's Hospital Facility.
- "The Austin Report"—for State Senators and Representatives.
- "The State Tax Crisis"—a panel of all State Senators and Representatives from Bexar County, on the air live for five and one-half hours answering questions phoned in by viewers.
- "Tax Telethon"—to answer viewers' questions on income tax problems.
- "Know Your Social Security"—quarter-hour series produced for local Social Security Office.
- "San Antonio Federal Reserve Bank"
- "The Picture Behind Our Ghost Towns"
- "Report on the Missions"
- "San Antonians in Uniform"—filmed by our local news director on a European tour.

GOODWILL:

- "Mexican Holiday"
- "Panoramic Holiday"
- "The Modern Pentathlon"
- "Accent on Fun"

MEDICAL:

- "Flight Nurse—Lifeline in the Sky"—for Brooks Aerospace Medical Center.
- "Army Burn Center"—for Brooke Army Medical Center.
- "Exercise with Betty & Glenn"—a daily exercise show conducted by professional physiotherapists.

CULTURAL:

- "Ideas in Focus"—a weekly half-hour of discussion by a Rabbi, a Priest, and a Protestant Minister.
- "Young Pegasus"—for the San Antonio Public Library.
- "Little Theater Reviews"—for the San Antonio Little Theater.

AGRICULTURE:

- "Livestock Auction"—at the San Antonio Livestock Exposition.
- "Gardening with Renton"—weekly gardening program for urban farmers.

EDUCATIONAL:

- "Conversational Spanish"—series for St. Mary's University.
- "Learn to Type"—series for San Antonio College.
- "The Art of Investing"—series for San Antonio College.
- "Set Theory in Mathematics"—series fo St. Mary's University.

RELIGIOUS:

- "Catholic World Report"—weekly live studio presentation.
- "Sunday Morning Worship"—weekly remote program.

TOPICAL:

- Daily interviews concerning civic, cultur or social events of general interest to th community, plus local film newscasts, complete weather coverage, and bulletin news coverage.

COMING SOON

- "San Antonio Symphony Concert Series'
- "Good-Neighbor Commission"—series featuring nations of Organization of American States.
- "Lives of Great Americans"

AND MORE AND MORE AND MORE

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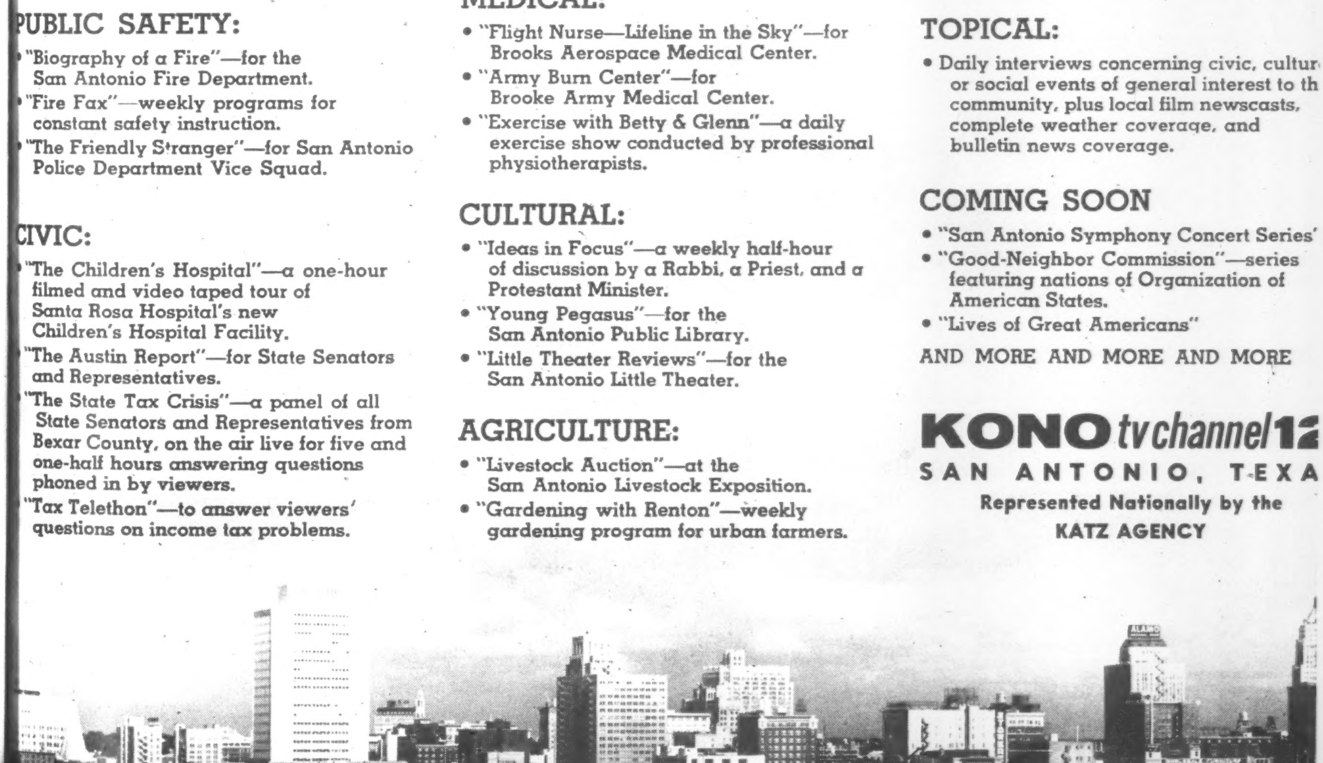

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. . . KFDX-TV and KSYD-TV which dominate Wichita Falls, Texas' 5th largest TV market with . . . yes . . . an 86.9 share of audience, according to the March, 1961 ARB, 9 a.m. to midnight, Sunday through Saturday. (Station C, 13.8 share of audience.)

Serving the entertainment, cultural and community needs of Wichita Falls for over eight years, KSYD-TV (Channel 6, CBS) and KFDX-TV (Channel 3, NBC) offer national and regional advertisers and their agencies 138,400 TV homes* in one of the best test markets in the Nation. For full details check our national representatives.

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six-week course in oil drilling at Odessa Junior College, only such course in the world; a high school with three football fields; authentic recreation of Shakespeare's original theatre; $175 million, maybe more, petrochemical palace on one side of town, including a $70 million Rexall plant soon to open and a General Tire synthetic rubber plant that use ethylene and its chemical relatives from El Paso Natural Gas Products Co.; highest retail sales per family in the U. S.; big, beautiful buildings built by banks whose deposits multiplied 25 times in 15 years; very high boat concentration (Odessa driveways seem bare without one); population headed toward 250,000 in 1965 (this is both Odessa and Midland but it just could happen in this bursting economy).

Everything is spanking new and attractive, even the sewage plant where they recapture water for industrial use. The exhibition hall and oil equipment facilities are eye-openers.

That's the sort of impression Odessa makes on a visitor's first inspection. According to local lore, the second visit is apt to be permanent.

Midland

The control point for the vast Permian Basin oil fields is Midland. Some 650 oil companies and their satellites maintain offices in this rather new oasis along Route 80. The first question a stranger asks goes about like this, "How come all the big buildings?" The answer, of course, is that 650 oil companies do their Permian planning out of 72 Midland office buildings.

The city took the 1960 census figures in stride — figures that might have caused municipal apoplexy in the prosaic East. The central city had 9,352 people in 1940, went up to 21,731 in 1950 and then up 188.4% to 62,625 in 1960, almost triple in the last decade.

In Midland they like to talk about the handsome, efficient airport. Airlines schedule it as Midland-Odessa airport but this doesn't fool Midlanders who note it is part of their own city property and add that Odessans are welcome to share the conveniences. Like other Texans, they're great plane riders. The airport is said to park more planes per capita than any other U. S. Airport.

The office building binge started in the '20s, not much later the Permian Basin's riches were unlocked. Gulf Oil was first, eventually to be joined by 649 others. Midland ranks sixth in the state in office area (2 million sq. ft.).

Among other cities are Brownwood, 17,000, trade center for 10 counties and garment as well as meat processing center; Snyder, 13,850, ranch-farm center with refineries; Monahans, 8,600, petroleum center.

INDEPENDENTS BUILT WICHITA FALLS

Oil production and service second largest in U. S.

The city of Wichita Falls was built by independent oil producers who prospered and drilled and then prospered and drilled some more wells. This process is still going on and Wichita County continues to be one of the largest producers.

Last year production in the 15-county district totaled 70 million barrels despite rationing cutbacks, with 1,584 producing oil fields of which 69 were opened in 1960. The oil production and service industry is second largest of any U. S. county, it's pointed out. The large makers of drilling rigs and other drilling gear have plants in Wichita Falls, and the city claims more independent oil companies headquarter there than any other city. Two major refineries are operated.

Exploration Continues ▪ Despite the concern over oil proration, the district is still one of the most active exploration areas in the world with an average of 63 wells drilled per week—all this after 50 years of wildcatting. About 8,000 Wichita County residents work in the oil business and a few thousand sit around offices planning ways to make millions, or ways to spend them.

Many of the legends dealing with the spending sprees of Texas oil kings grew out of area wildcatting. Oil was discovered early in the century and Wichita Falls has been oil-dominated ever since that time. Natural gas came along later and the city built the first municipal gas supply. Oil booms in 1911, 1918 and 1937 high-spotted the wealth that gushed out of the ground.

Ranching gave way to oil as the big money-maker but agriculture still is important. Main crops from 135,000 acres — 40,000 irrigated — are wheat, beef cattle, cotton, dairy cattle, alfalfa and grain sorghum.

Wichita Falls and its surrounding counties comprise a growing trade area. City merchants get half their business from outside shoppers who come from a North Texas-South Oklahoma area with a half-million population. The metropolitan area of Wichita Falls rose 23.1% in the last decade, from 105,309 in 1950 to 129,638 in 1960. But the central city enjoyed just short of 50% expansion (49.5%), from 68,042 to 101,724, according to the U. S. Census. Fifty miles to the north Lawton, Okla., has a metropolitan population of 90,803, up 64.6% from 1950. Lawton's central city population in 1960 was 61,697, up 77.5%.

Building Boom ▪ There's a housing boom in Wichita Falls. Last year 1,621 residential building permits were issued. Total permits amounted to $25.7 million. First National and Wichita National merged to form First-Wichita National Bank, described as "the largest and strongest financial institution between Fort Worth and Denver." Midsummer deposits for all city banks totaled $182 million, up from $176 million a year ago. A projected $4 million regional shopping center would be planted right in the heart of downtown, replete with air-conditioned mall and the newest in diversified merchandising.

Sheppard Air Force Base has 17,000 personnel and is undergoing expansion. It's a big missile training unit and has a strategic B-52 bomber wing. Wichita Falls includes 112 plants with $1 million payroll a month.

The spirit of the gushing era is maintained. "This is a good place to advertise," one businessman explained. "The people have the daring Texas spirit, spending a high proportion of their income."

The land that wildcatters built is more sedate these days but it's riding along with the rest of Texas toward the balanced formula of oil, farming and finished goods.

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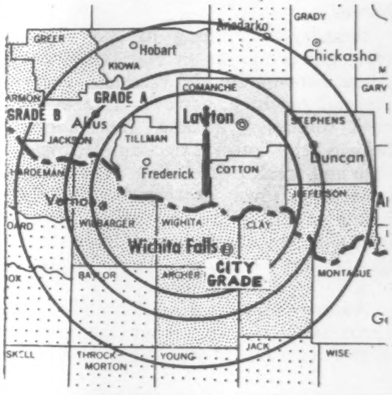

COVERAGE PROOF
ARB March 1961

MON. 9:30-10 PM	METRO	TOTAL HOMES
KSWO	17	22,400
Sta. A	16	15,000
Sta. B	17	21,800
THURS. 7:30-8 PM	**METRO**	**TOTAL HOMES**
KSWO	24	43,300
Sta. A	21	19,500
Sta. B	17	15,700
FRI. 8-8:30 PM* 8:30-9 PM*	**METRO**	**TOTAL HOMES**
KSWO	21	32,700
	22	40,100
Sta. A	25	20,200
	26	22,500
Sta. B	19	22,500
	10	10,300

*Quarter-hour ratings & totals averaged to half-hours.

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CLARKE BROWN CO., DALLAS
Channel 7

WATER MAKES RIO GRANDE DELTA RICH

Industry adding millions to agricultural prosperity

The deep alluvial soils deposited around the Lower Rio Grande delta are richly fertile but need a water boost. Much of the irrigation is gravity flow because the delta fields are below river level.

This economy embraces four counties—Cameron, Hidalgo, Starr and Willacy. They have a combined population of 370,000, having risen from 321,000 in the last decade, and relish the term, "Fifth Largest City in Texas." There are 250,000 more across the border.

Industry is coming to the valley. New plants appear in Harlingen, McAllen, Brownsville and Weslaco. Farming and ranching, however, remain the basic sources of income. International bridges cross into Mexico from Brownsville and south of McAllen. The Mexican border towns are growing and the living standards are improving. Tourism, aided by the border crossings and the charms of Padre Island, amounts to a $50 million business.

Among crops are 10 million boxes of citrus fruit a year. After the groves were frozen out a decade ago new and improved strains were planted. The red grapefruit, Valley growers boast, is the world's best and sweetest. Ranching is big business and the shrimp catch is important.

Cotton is raised as are other crops such as vegetables. The valley's worst problem is its end-of-the-line location far from markets, even Texas markets.

Brownsville industrial development is based on petroleum, alcohol, chemicals and food processing. The port ships out cotton. The shrimp catch is huge. Port Isabel is terminus for 10 barge lines that ply the Gulf coastal canal. Population is 48,040, an increase of 33.2% from 1950.

Harlingen, linked with a fast freeway to Brownsville, is a distribution center and ships cotton and grain crops via Port Harlingen. Fruit and vegetable canning is important, including a large cannery operated by the HEB food chain for its own supermarkets and private brands.

A Fiesta Tourista is held in February, adding to the tourist income. Four international bridges are within an hour's drive. Harlingen's population is 41,205, a 77.4% increase in a decade, and is still rising.

A rubber plantation in the heart of the Rio Grande valley.

San Benito has a population of 16,442. It has an extensive modernizing project under way, dressing up the civic facilities. Located on the new expressway, it is a market for cotton, fruits and produce and shares in the areas food-processing industry.

McAllen, "City of Palms," has a population of 32,728, a gain of 60% for the decade. As a highway crossroads with access to Reynosa, in Mexico (60,000 people), it has garment plants, marketing facilities, food processing and oil-field machinery. Falcon Dam is 65 miles upstream.

Weslaco has a 15,649 population, doubling in the last decade. It has can and garment manufacturing, farm machinery, wholesaling, citrus marketing and food processing. Among other markets are Edinburg, Mission, Pharr, Mercedes and Elsa.

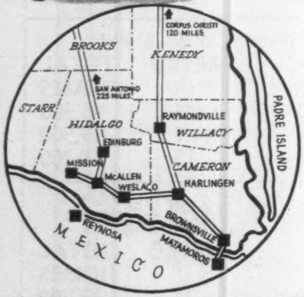
Cotton growers have learned how to beat the pests and have an $80 million income yearly. Mechanical pickers cut harvesting to a third the cost of handpicking. If more water to supplement river and underground supplies is made available, farming should enjoy further growth. The valley has vast gas reserves. Texas Plastics is located at Elsa. Oil production is extensive but gas is the money-maker. A fine causeway has been built to Padre Island.

Up the Rio Grande Valley 200 miles is Laredo, international crossing to Nuevo Laredo, Mexico, and in the heart of ranching country. Irrigation promotes truck crops for the winter markets. Some cotton is raised. Across the border Nuevo Laredo has a population of 45,000. Laredo is a shipping point for vegetables, wool, mohair and cattle. The population (metropolitan) was 64,971 in 1960.

LOOK
THISA-WAY

PARDNERS...

TAKE A REAL LOOK AT WHAT'S IN
TEXAS' LOWER RIO GRANDE VALLEY
(Besides me and my sisters, of course)



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8/61 SRDS C.M.D.	POPULATION	TV SETS
BROWNSVILLE-HARLINGEN		
SANBENITO METRO AREA	153,300	27,240
HIDALGO COUNTY	182,800	32,000
WILLACY COUNTY	20,100	3,000
TOTAL	356,200	62,240
PLUS X COUNTIES	63,800	27,760
TOTAL U.S. COVERAGE	420,000	90,000
MEXICO (est.)	250,000	10,055
TOTAL COVERAGE	670,000	100,055

SMART FOLKS rank us the 37th METRO MARKET and we're moving fast—from January 1 to August 1, 1961 total bank and savings deposits *up 6.8% ($173,920,960), auto registrations *up 6.8% (121,254), gas connections *up 6.4% (50,253), telephones *up 4.8% (72,154).

*U. S. Side Only

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EAST TEXAS FLEXES MIGHTY MUSCLES

Convincing figures used to prove area's business health

The oil-happy inhabitants of East Texas thought they had seen everything after the oil boom of 1931. The piney woods and productive soils were almost forgotten—until, that is, Jan. 17, 1940 when Ernest L. Kurth, of Lufkin, started grinding up pine wood for paper. Kurth's Folly, they called it. Now paper is a major product, along with oil and water which have been taught to mix congenially in the interest of business and industry.

Mr. Kurth's cockeyed dream has turned into big industry. Newest symbol is a $60 million plant at Texarkana, Anglo Southern Paper Corp. that's going into this northeast corner. And the oil and Sabine river flow on and on.

East Texas has a heavy industry foundation that's growing. This includes LeTourneau earth-moving machinery plant built by famed philanthropist, R. G. LeTourneau, who turns over 90% of profits to human welfare; gigantic Lone Star Steel, sitting near a big supply of iron ore; Kelly Plow, and others. Texas Eastman is in the petrochemical business; Campbell Soup has a new plant and General Tire is another new industry. All these give East Texas extreme diversity in industry, supported by extensive farming (cattle, truck crops, poultry). There are rich reserves of lignite.

East Texas is broadly conceived as 71 counties that include Dallas, Houston, Galveston and Beaumont-Port Arthur-Orange. For purposes of this look-around, it covers the area east and north of these large markets. While not documented here, the economy is inevitably tied closely to Shreveport and the rest of western Louisiana.

East Texas businessmen have been doing a fast burn since the U. S. Dept. of Commerce and other federal agencies called some of the counties depressed areas—the official name was "redevelopment areas." Tyler, in Smith County, quickly roared in protest along with other cities.

"We're prosperous around here," said Frank Bronaugh, associate manager of the Tyler Chamber of Commerce. "Business is better than last year. We have new Kelly-Springfield tire and Cordite plastic plants. It's more of that bureaucratic thinking in Washington. They probably saw some census figures showing drops in population around parts of East Texas, but this is not depression. It's the normal evolution of the agriculture industry. We don't need any of that government aid and we don't want it."

Around Longview, Marshall, Texarkana, Nacogdoches, Lufkin they're feeling the same way. Washington goofed, they say, and East Texans are mighty unhappy when they look at their industrial and commercial charts, wondering why the government didn't do a little investigating before attaching this undeserved, industry-repelling stigma. An on-scene inspection confirms the optimistic local appraisal of the East Texas economy.

Tyler

It isn't constitutional but the people in Tyler call their city the Capital of East Texas. With an eye to the practical aspects of flower growing they also call it the Rose Capital of the World in honor of the $7.5 million annual crop.

Tyler industry also is built on oil, a General Electric $15 million home-heating and air-conditioning plant, new Kelly-Springfield tire plant ($10 million), Continental Can, Union Asbestos & Rubber nearby, National Homes prefabs and Cotton Belt RR headquarters. In all there are 110 major manufacturers with a $30 million payroll.

Population jumped 31.5%, 38,968 to 51,230, in the city from 1950 to 1960. Total farm income in the adjacent area is around $16 million. The livestock industry is growing and new hybrid grasses have been planted. Other crops include cotton, corn, fruits, vegetables. The city is a wholesaling and retailing center.

Oh yes, Tyler has a third "capital"—Oil Capital of East Texas, a title open to discussion as far as Longview, Kilgore and other cities are concerned. As to the alleged depression, Tyler wants to sue.

Texarkana

The evolution of modern farming gave Texarkana, straddling the Texas-Arkansas border, a sock in the soft underbelly of its statistics when the 1960 census was taken. The metropolitan area, the census showed, lost 3.1% of population in a decade, from 94,580 to 91,627.

But this must be equated against the city itself. In 10 years the city rose 23.1% from 40,628 to 50,606 people. All the business indexes are up sharply: Postal receipts $466,489 to $691,850; bank deposits from $54.7 million to $67 million; bank debits from $349.5 million to $610.6 million (and many economists consider this the key figure);

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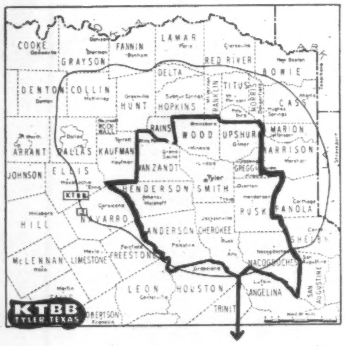

(Source: 0.5 mv/m contour for KTBB, as established by certified field intensity measurements)

10-County Trade Area

Population	332,000
Consumer Spendable Income	$451,017,000
Retail Sales	$399,494,000
Radio Homes	94,140

(Source: SRDS Consumer Markets Feb. 1961)

EAST TEXAS METROPOLITAN RADIO STATION

ABC AFFILIATE

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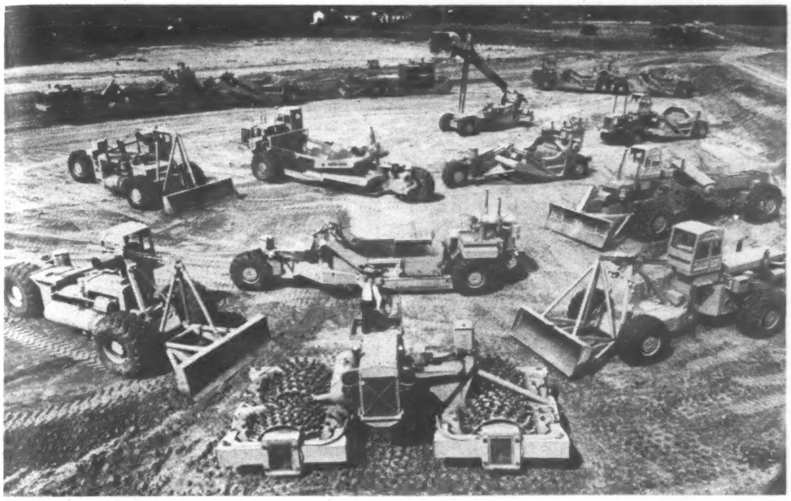

Le Tourneau's pioneering in earth-moving equipment has won his many designing awards. He is shown here at his Longview heavy-equipment plant with some of his machines that are manufactured there.

telephones from 11,842 to 24,135. Business permits are 10 times the 1950 level.

Texarkana has an Air Force station and ordnance facilities. Crops in its area were valued at $40 million last year. Manufacturing is diversified. It includes lumber creosoting, rock wool, mobile homes and a good pickle crop. One of the Southwest's famed recreational spots is Lake Texarkana, nine miles away, a flood control facility. The city's trading zone extends into a four-state area.

Dr. John R. Stockton, one of the Southwest's leading economists, directs the U. of Texas Bureau of Business Research. Monthly business reviews, special industry and market analyses and depth studies of the Texas business are conducted by faculty members, assisted by post-graduate and graduate students. The bureau's extensive files were made available for this review of the state.

Longview

The "depressed area" tag hung by the government on Gregg County had a chilly welcome in Longview, with its LeTourneau heavy-machinery plant, major steel industries, oil refineries, Texas-Eastman Chemical, Resistol hats, bolt-screw plant, building materials and oil-related industries. Industry is going good, retail sales are going up, so are bank deposits ($14 million higher). The family retail spending is surpassed in Texas only by Odessa and Lubbock, out in roaring West Texas.

Wages are at an alltime peak, employment is wonderful. Wearing apparel, lumber, building materials—all the facets of this established economy are maintaining the East Texas pace.

Depressed? Manufacturing went up 12% last year, and try to beat that in Texas, or anywhere else.

Longview has a 40,050 population (1960) compared to 24,502 a decade ago, which doesn't sound very depressed. Neighboring Kilgore, with its famed downtown derrick forests, has 10,092 population. It's the home of concert pianist Van Cliburn, Kilgore College, oil-field supply industries and a ceramics industry.

Marshall, with 24,000, has manufacturing industries. Nacogdoches, Lufkin, Paris, Athens, Palestine, Dennison, Huntsville, Sherman and a dozen other markets are holding up the East Texas industrial and agricultural level, despite the unwelcome and uninvestigated claims of Washington bureaucrats. That's the way the businessmen feel about it in East Texas.

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a
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It's KZTV, CBS in Corpus Christi and the Great Coastal Bend
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TRIANGLE SYNONYMOUS WITH INDUSTRY

Thriving businesses completely cover the Sabine Triangle

A short drive southeast out of Beaumont passes Spindletop Monument, symbolizing the greatest gusher of them all. The monument's legend winds up with this tribute to petroleum, "In a brief span of years it has altered man's way of life throughout the world. Jan. 10, 1901 is a day that lives in history." The lower Sabine and Neches river area has been oil-oriented ever since.

A catalog would be needed to list Sabine Triangle industries. But a two-paragraph look at some of the current expansion will give a rough idea of this spectacular region of tank farms and petroleum processors.

The current list of Beaumont industries just completed or under construction includes: Mobil Chemical, ethylene, $25 million; Goodyear Tire, synthetic rubber, $25 million; Houston Chemical, ethylene and others, $25 million; Mobil Chemical, benzene, to be world's largest; Mobil Oil, coking unit using dregs from oil tanks; Foster Grant, polyethylene; Dupont, two plastic plants; Texas Gulf Sulphur, $1 million; Port of Beaumont, imminent start of $25 million expansion.

Now look out around the rest of the Sabine area. The story's the same: Philips Petroleum, at Echo, carbon black, $4 million; Dupont, at Orange, continuous expansion; Allied Chemical, at Orange, $1.5 million expansion; Spencer Chemical, Orange, continuous expansion; Firestone Tire, at Orange, $7 million synthetic rubber plant; Gulf States Utilities, Bridge City, first phase of $150 million power plant; Gulf Oil, Port Arthur, lube and coking units; Koppers, Port Arthur, polyethylene plant expansion; Texaco, Port Arthur, $7.5 million research center; Atlantic Refining and Pure Oil, big plant to produce benzene toluene and xylene.

Rose bushes are harvested mechanically by this tractor near Tyler.

The three Sabine cities—Beaumont, Port Arthur and Orange—are sharing the high wages and industrial impact of this exceptional growth. Local building is active. The two main counties, Jefferson and Orange, have 306,000 people (1960 census) and are closely tied to Lake Charles, La., where there is a neighboring center of petrochemical and refining activity. Beaumont city population is 119,175, up 26.5% from 1950; Port Arthur has 66,676, up 15.9%; Orange has 25,605 compared to 21,174 in 1950.

Beaumont lies conveniently near the Gulf on the Neches River, about 40 miles inland and 25 miles west of the Sabine river, separating Texas and Louisiana. Port Arthur is on Sabine Lake, between Beaumont and the Gulf. Orange is smack on the Sabine River.

But everything in Beaumont turns on what its businessmen refer to as the industrial conception at Spindletop when 100,000 barrels of oil erupted every day. It's quieter now, especially with eight-day proration of production, but the mad men who grew rich at Spindletop had no idea they were setting the base for one of the nation's greatest industries.

Beaumont is running a little ahead of Port Arthur in its port tonnage. Shipped out are petroleum products and crude plus iron and steel scrap. Total Beaumont tonnage is around 26 million tons a year compared to 23 million tons for Port Arthur and a million for Orange. Port Arthur ships wheat, grain sorghum, petroleum products and gasoline, coke and crude. Orange ships grains, steel pipe, crude and alcohol.

Over 200 major industries are located in the Beaumont-Port Arthur metropolitan area with $165 million payroll and adding $310 million value.

Orange is making important improvements to its port. A huge Toledo Bend dam to be built 100 miles upriver will help the area. It will be built by Texas and Louisiana at a cost of $65 million.

The entire Gulf Coast is an eye-catcher as its eastern anchor at the Sabine Triangle moves down past Galveston, Texas City, Freeport, Corpus Christi and then jumps to Brownsville. The story written today is obsolete in

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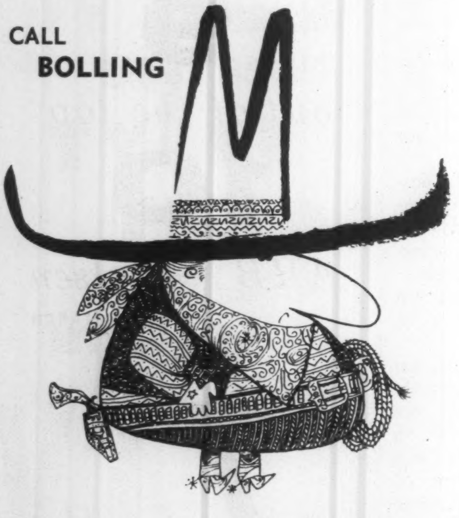

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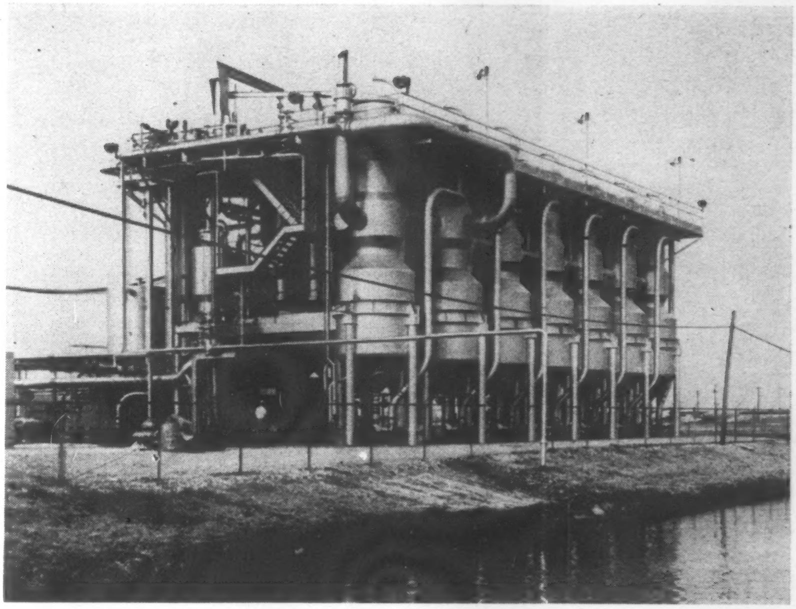
a year. For those in search of growth points of the future, the Gulf Coast offers evidence of a great potential.

Galveston-Texas City reflect prosperity

The two main cities in Galveston County—Galveston and Texas City—live partly under the spreading Houston umbrella but are distinct commercial and industrial units. The U. S. Census Bureau combines them as one metropolis having a population of 140,364 in 1960, up 24.1% from the 113,066 in 1950. Most of the growth has occurred in the Texas City portion of the market, its 32,065 being almost double (92.9%) that in 1950. Galveston has 67,175 people compared to 66,568 in 1950. Population outside the cities has grown 37.6% since 1950.

Money-makers in these water-sided areas include manufacturing and processing plants, ship repair, commercial fishing, aircraft and food products. Agriculture is based on rice, grain sorghums, beef cattle, dairying, truck crops and poultry.

Galveston's port handles 6.7 tons of cargo, mainly sulphur, grain, cotton and sugar. Texas City's port has traffic of 13.6 million tons. It has a connection with the Galveston channel. Pertroleum products and sulphur are the main cargoes. The city has tripled in size since the famed 1947 explosion took 560 lives and injured 4,000 others, with $32 million property damage.



A national experiment in saline water conversion is in operation at Freeport. The plant uses the long-tube vertical multiple distillation process.

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Giant grain elevators are common throughout Texas. Here's one near Lubbock

CITY OF COWS, COTTON AND INDUSTRY

Lubbock is one of the fastest-growing of all Texas markets

Out on the South Plains a little community that was measured in 1940 by its 7,653 telephones must now be evaluated by the 65,000 connections in its phone book. In two decades Lubbock has risen from a small town to one of the fastest developing markets in Texas, a state of market miracles. The populace and income rise is astounding.

Lubbock has parlayed the original Texas formula of cows and cotton into major industries. Over 200,000 cattle are sold at auction in a year, many to be fattened for slaughter in Lubbock. Close to half of all Texas cotton—20% of the U. S. supply—is grown and processed in the area.

Big Money Makers ▪ These basic ways of making a living in Texas have been developed into big money makers through automation and large-scale scientific agriculture.

Two of the most interesting zoos in the U. S. are found in Lubbock. The first is Prairie Dog Town in MacKenzie Park, where the little burrowing animals cavort for curious watchers. The second is the beef factory located on a 125-acre tract on the southwestern edge of Lubbock and known over the Southwest as Lewter's Feed Lots (see Agriculture, page 80).

The lots operate with large storage bins, electrical mixers and chuckwagons of fodder for hungry Herefords and Black Angus cattle. Up to 30,000 are fed at a meal, which is a precision diet of cotton leftovers, antibiotics, minerals and milo.

After 120 days, in which the cattle jump from 500 or so pounds to 1,100, they are given a guided tour to the Supreme Beef Co. slaughter house next door or sent elsewhere for processing. This modern routine is an important step in the development of Lubbock's processing industries.

Cotton Big Crop ▪ The story of Lubbock cotton deals with big statistics. Known as the world's most productive cotton area, it has the third largest inland cotton market in the world servicing 40-million productive acres in 36 counties. And the processing is a major business, from ginning to the world's largest cottonseed oil pressing center. Cotton is a $300 million crop—1.8 million bales in a good year. The area produces a third of the U. S. grain sorghum crop, worth around $100 million.

Lubbock has oil and gas, conforming to the Texas tradition. It has 300 manufacturing plants and 350 wholesale firms. The wholesale trading area has 54,300 producing oil wells; 66 gasoline, 25 petrochemical and four carbon black plants, and a heaven-sent underlayer of water supplying 50,000 wells that irrigate 4.6 million rich acres. A tenth of city employes are in manufacturing. T.I.M.E. Inc., $20-million-a-year trucking firm, operates from Los Angeles to Ohio.

This plains city is new and attractive. Its municipal housekeeping is good despite meteoric growth. Population rose from 101,048 in 1950 to 156,271 in 1960 (U.S. Census, metropolitan area). The central city at present growth figures to reach 200,000 by 1965 and 235,000 by 1970. The cultural facilities include Texas Tech U. Grain storage is the greatest between Fort Worth and the West Coast. The dry air is fine for

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CORPUS CHRISTI'S FUTURE BRIGHT

Industry and tourism combine to give city solid economy

Corpus Christi combines the most handsome face and the largest collection of functional muscles along the 500 miles of Gulf Coast between Louisiana and Mexico. The combined oil, gas, petrochemical, aluminum, port and service facilities comprise an expanding market that blends the majesty of Nature in the raw with man at his industrial pinnacle.

The city is genuinely attractive along the edge of the Gulf. A stepped sea wall, marinas and the new sky-high Harbor Bridge make life pleasant for the natives as well as a million tourists from afar who spend $20 million a year enjoying the charms of the Coastal Bend and unspoiled Padre Island, 118 miles of sand dunes and, it's hinted, buried treasure. This strip, 1½ miles at the widest, runs all the way to the Mexican border. A bill in Congress would set aside a big segment for a national shrine.

Economic Well Being ▪ This is fine for cozy living. But what sets off Corpus Christi from other Texas cities is the special combination of economic elements that supports a populace of 221,973 (metropolitan area, U. S. Census 1960, 165,471 in 1950).

The largest class of industry is related to oil and gas, including such majors as Celanese, Great Southern Chemical, Houston Natural Gas, Sinclair, Southwestern Oil, Humble, United Carbon, Sunray and Delhi-Taylor. These fan out as far as Bishop, a half-hour drive outside the city.

Backing up this petrochemical structure are Reynolds Aluminum with a major plant; Corn Products, starch-sugar; South Texas Cotton Oil Co., National Lead, American Smelting & Refining, Pittsburgh Plate Glass, Halliburton-Portland Cement—the list gets longer every month or so as smaller forms come along and existing plants expand.

With cotton, sorghum and livestock, the future of Corpus Christi is bright. "It should double in the 60s," said Joe Kelley, partner in Adcraft Advertising Agency and active in community progress. He's an ex-broadcaster (WSTP St. Petersburg, Fla.) and RCA transmitter representative.

Mr. Kelley looked at it this way, "We have land, water, deep-sea and barge waterways, a port handling 23 million tons a year, labor, low-cost raw materials, petrochemicals, oil, gas, three-hour highway access to Mexico, the King Ranch, rich soil, a pleasant breeze, shrimp beds, food processing and a fabricating industry that is growing."

Biggest This or That ▪ Like other businessmen he refers to the largest this and the largest that—Celanese, Humble and King Ranch, for example; or the first this and that, Corn Products use of milo grains (sorghum) for starch,

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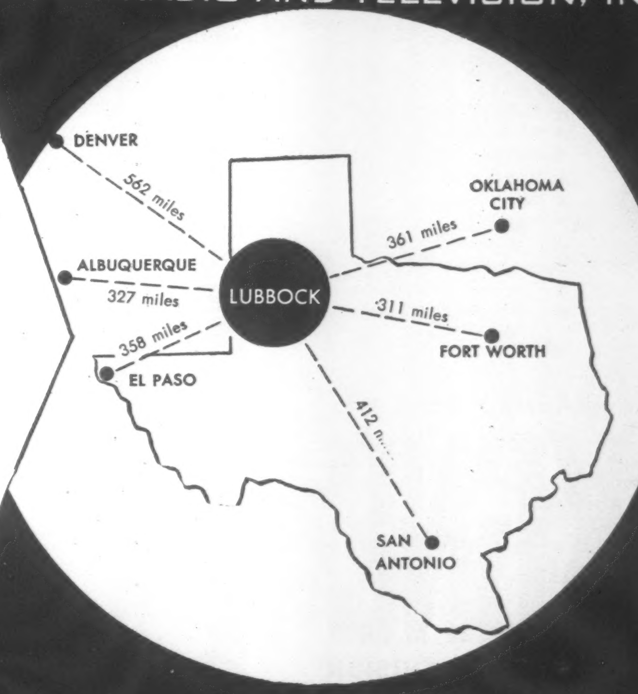

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★ AIR TRAINING COMMAND
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RADIO & TELEVISION

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sugar and related items, for example.

The soil is rich, turning out 100,000 bales of cotton (up to three an acre), worth maybe $40 million, a $28 million sorghum crop and other crops that swell the local income.

The 86-store HEB supermarket chain is headquartered in Corpus Christi. Charles C. Butt, one of the two sons of H. E. Butt, the founder, is a vice president still in the early 20s. The food industry is one of the largest in the area, he said, with vast room for development. HEB stores average a million dollars or more annually. The chain operates the largest pineapple cannery in the U. S. near the border (Harlingen Cannery Co.) processing Mexican pineapples and selling private brands to food chains all over the U. S. Mr. Butt stressed the importance of the population shift to the Southwest. He said commerce with Mexico and South America must be developed if Texas is to attain full growth.

There's talk of a $25-million missile plant on King Ranch and a launching pad on Padre Island.

Historic Victoria, 33,000, is 90 miles north. It's a major cattle center and has big industries, especially chemicals. A barge canal is underway, giving Victoria access to the Gulf Coast.

AMARILLO IS WORLD'S HELIUM CENTER

Agriculture, petrochemicals, oil all build the area

Up on the High Plains of the Texas Panhandle the city of Amarillo has a monopoly on the coldest stuff in the world. Only Nature knows why the gas beneath the Panhandle is polluted with an inert, non-burning chemical, helium, that has to be extracted.

This adulterant, however, promises to be one of the important elements of the missile age. Liquid helium can be brought near absolute zero, 400 degrees below the freezing point of water.

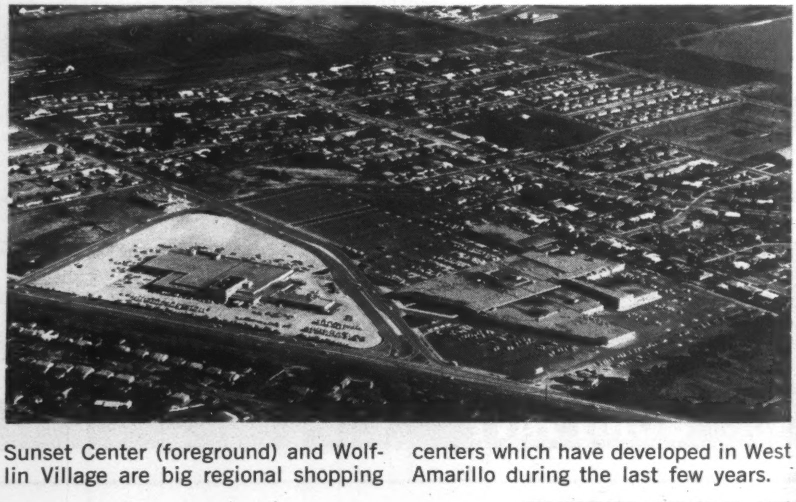
Economically, helium is hot right now. It's extracted for government use, and there are Interior Dept. plans for a dozen new plants within the next five years at a cost of $225 million. It's used in missiles, airships, aeronautical research, arc-welding shields, and atomic energy.

Used in Rockets ▪ Helium acts as a sort of supplemental structure for liquid-fueled rockets. As the propellant and liquid oxygen are consumed in the engine, helium under high pressure expands to take their place, thus strengthening the flimsy stainless steel shell.

Amarillo is trade center over an extensive area having a 1,500-mile perimeter. It's three tv stations get as far as Liberal, Kan., 135 miles to the north, and Tucumcari, N. M., 100 miles to the west, bolstered by community antenna systems and translators that reach an estimated 27,000 homes.

A look at auto license tags at the $4-million Sunset shopping center shows numerous tags from New Mexico, Oklahoma and Kansas. A 100-mile shopping tour is routine stuff on those fast, level Texas roads.

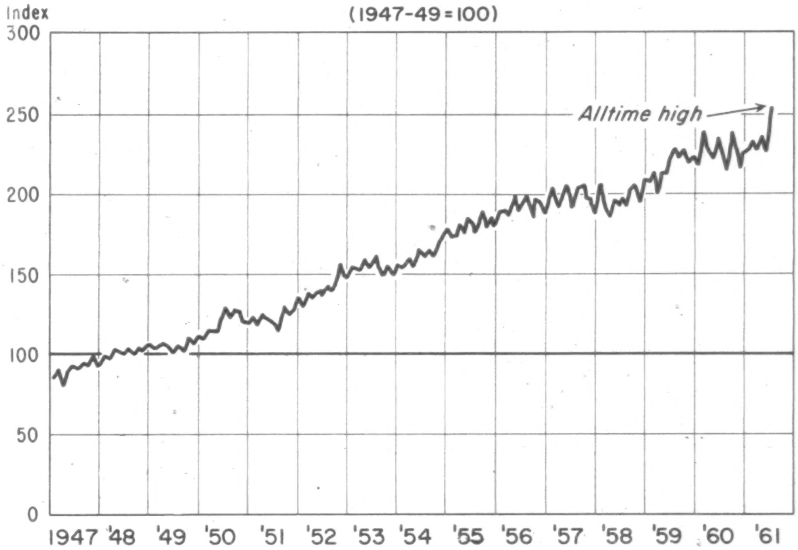
Amarillo was delighted when the 1960 census confirmed its population claims—a gain of 71.6% from 87,140 in 1950 to 149,943 in 1960. The 137,969 central city population was up



Sunset Center (foreground) and Wolflin Village are big regional shopping centers which have developed in West Amarillo during the last few years.

Texas Business Activity

Adjusted for seasonal variation



Prepared by U. of Texas Bureau of Business Research

85.8% in the decade. Amarillo is drawing regional offices of national firms now that it is well over the 100,000 mark.

Agricultral Center ▪ Agriculture contributes $665 million to the Panhandle's main market. Cotton, sorghum, wheat, cattle and other livestock, and truck crops are main income producers. Amarillo Livestock Auction Co. moves many animals a day, with local feedlots preparing them for slaughter. Both irrigation and dry farming are practiced. Producers Grain Corp., a co-op, is called the world's largest storage facility.

The local Air Force base employs 11,000 military and has a $15-million annual payroll. It's getting a $35-million construction project. Total deposits in Amarillo banks are $202 million.

The Amarillo pocketbook is blessed with $550 million area income from oil and gas, not including helium, synthetic rubber and some other items. Oil is about holding its own; gas is going good. Petrochemical plans include Celanese, at Pampa, 50 miles away. It turns out the ingredients for aspirin, water-based paint and hundreds of other products. The Phillips Petroleum plant, in the same direction, is described as one of the world's largest. A $95-million Canadian River dam and aqueduct system is slated to get under way next year. It will provide a 30-mile lake for recreational use.

Amarillo, like Brooklyn, is plagued by gags. They center around its weather, which the local folks profess to love because they get five months of outdoor living, year-round breeze, cool summer nights, low humidity and little snow. "Of course we have some dust storms and there are some cold, snowy days in winter," one resident said. He added, "But we have sunshine 320 days a year, don't need air-conditioning and sleep comfortably."

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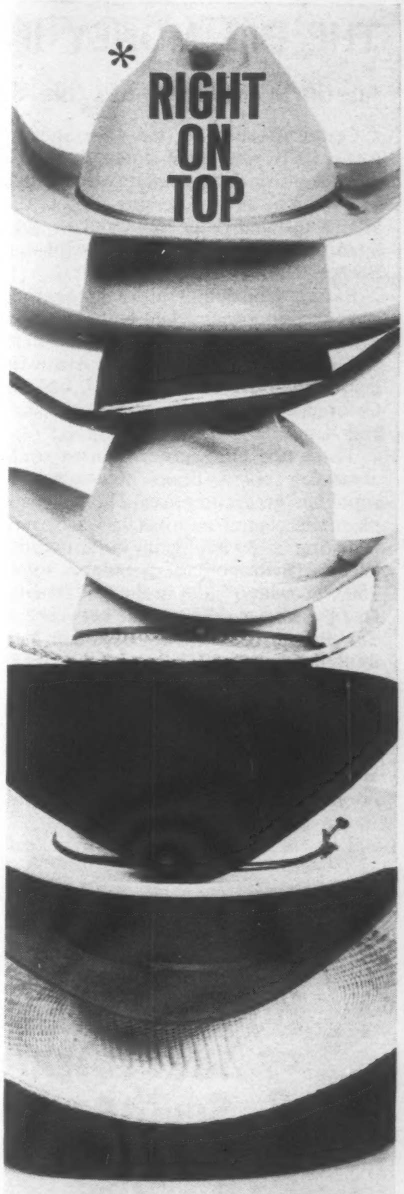

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THE BIG MONEY IN CENTRAL TEXAS

Austin, Waco dominate this thriving trade area

Centuries before the northbound cattle trails were first stomped on the rolling prairie by cattle droves, the site of Waco was a crossing point for aborigines and later the Indians and Spanish. It nestles in a curve of the Brazos River.

Before Chisolm Trail days another river crossing was picked by a president of the early Republic of Texas as a central site for a state capital. Austin is below the "Stairs of Lakes," on the Colorado, a 150-mile chain of lakes and dams.

These two cities are dominant trade areas for central Texas. Austin's metropolitan area comprises 212,136 people. The central city has 186,545, representing a 40.8% gain in a decade. Waco's metropolitan populace totals 150,091, with 97,808 in the central city, 15.5% above 1950. In between is Temple, a city of 30,419 and main city in Bell County (94,000). Killeen has a population of 23,377.

The state government brings in big money and provides work for Austin. Total economic push from all this can't be figured, but latest bank data show an 11% increase in deposits since mid-1960 ($285 million). U. of Texas, approaching the 20,000-student mark, draws student money from all over the world and a comfortable quota from football fans who come to watch the Longhorns.

Two civic eyesores are due for cures. A new expressway highway has been scooped right through the downtown area. When it's done the heavy north-south traffic will highball through without a stop—and without a look at the Capitol or other Austin attractions. The other project is an eventual five-mile scenic pond where the Colorado winds through on its way to the Gulf.

Austin has a new $3 million auditorium. Total income in a 20-county trade area is placed at $830 million. Bergstrom Air Force Base is a strategic unit with 5,500 personnel. Vice President Lyndon Johnson's LBJ ranch is located 70 miles to the west of Austin on the road to Fredericksburg.

Military Spending Power ▪ Waco has important military aspects. Twelfth Air Force Command Headquarters, often called the "Little Pentagon," has a $2½ million payroll. James Connolly Air Force Base, with 6,000 personnel, has an $18 million payroll. Fort Hood, 46 miles to the southwest, has 25,000 personnel and a $55 million payroll. Rocketdyne at McGregor is a solid rocket fuel installation with 500 employes and $5 million payroll.

While the 11th largest city in Texas, Waco has 254 factories and contends it thus is the sixth industrial city. Finished goods include textiles, millwork, work clothing, glass containers, tires, denim, medicines and foods. General Tire employs 1,800—"The Akron of Texas." Owens Illinois employs 800.

Farming is mainly cotton, corn, fruit and field crops. They bring in $14.5 million a year.

Cultural facilities include Baylor U., oldest institution of higher learning in Texas and, of course, a contributor to the area's financial well-being.

South of Waco is Temple, a manufacturing center that turns out insulation, cottonseed oil, shoes, plastics and furniture. Killeen, site of Fort Hood, tripled its population to 23,377 in the last decade. It's a farming center. Bell County has around 100,000 population.

Dallas is becoming production center

Big D (for Dallas) is starting to catch national attention as a production center for radio and television.

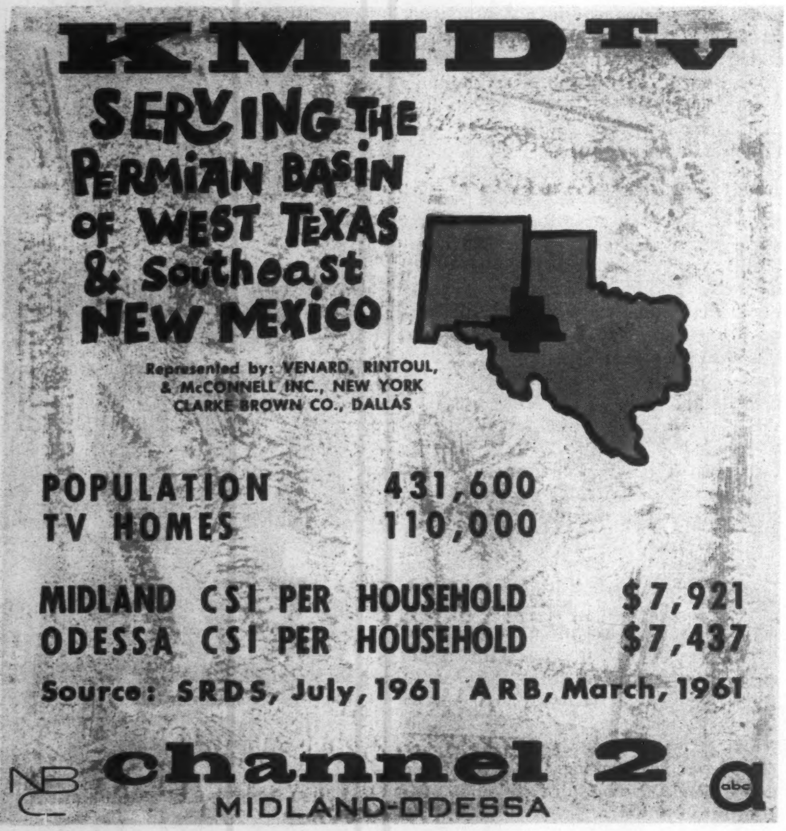
This southwestern center has facilities to turn out everything from a radio jingle—and there are no jingles like Dallas jingles—to television commercials, industrial films and productions.

Dallas has natural advantages. It's accessible—three hours from New York and Hollywood, two to Chicago; production costs are low; the market of more than a million has a fine talent pool and a supply of trained technical personnel; well-equipped studios with all the necessary facilities. On top of these, there is freedom from the featherbedding that runs up costs to fantastic figures. (See Dallas review page 82).

Jingle Capital ▪ Dallas is practically the world's capital for radio jingles. The three principal firms are Futursonic Productions, Commercial Recording Corp. and Pams Productions. These three are said to do 75% of the nation's customized station breaks. It's a flourishing business.

"Listeners look forward to these customized station breaks," said Jack Alexander, of Futursonic. Merchandising aids include direct mail, trade advertising, album covers and contest promotions.

Commercial's output includes complete stereo albums for major record firms and it has scored theatrical films, said Dick Morrison, sales vice president. The firm is headed by John J. Coyle, oil-gas operator, part owner of KVIL


KMID TV
SERVING THE PERMIAN BASIN OF WEST TEXAS & Southeast NEW MEXICO

Represented by: VENARD, RINTOUL, & McCONNELL INC., NEW YORK
CLARKE BROWN CO., DALLAS

POPULATION	431,600
TV HOMES	110,000

MIDLAND CSI PER HOUSEHOLD	$7,921
ODESSA CSI PER HOUSEHOLD	$7,437

Source: SRDS, July, 1961 ARB, March, 1961

NBC channel 2 abc
MIDLAND-ODESSA

Dallas. It has just named Richard H. Ullman Inc. as sales representative.

New Package ▪ Pams has just announced a new radio musical background package, "PAMS New Frontier," (BROADCASTING, Aug. 14). Special effect promotional aids tailored for stations tie into community activity.

At the McLendon station, KLIF, radio trailers are produced for theatrical motion pictures. Gordon McLendon, head of the operation, has produced three movies of his own. WBAP, WFAA and other Dallas-Fort Worth stations have production facilities, including tv at the first two.

Seventeen motion picture-tv film producers are listed in the Dallas telephone directory. Principals are Keitz & Herndon, Jamieson Film Co. and the new facilities of WFAA-TV.

Mike Shapiro, general manager, said WFAA-TV has two Ampex tv tape units in its main half-a-block-long mobile unit, one of two mobile studios operated by WFAA Productions. Richard Gray, former New York agency official, heads the operation, joining in July. WFAA has fed networks everything from a Dinah Shore pickup in San Antonio to football games, reaching out to 500 miles. It has vast studio facilities, nine Marconi cameras and a total of five video tape units. "Dallas will become a major production center," he predicted.

Keitz & Herndon does a lot of commercials, industrials, animation and other custom work. Clients include Humble Oil, new one-minute series, along with Fritos, Dr. Pepper, General Mills and others.

Jamieson has national and regional business. It has been operating a quarter-century. Jax, Regal and Pabst beer, Phillips 66, Johnson's wax and others have been clients.

EL PASO GETTING ITS FACE LIFTED

Agriculture, defense, industry combine to speed growth

Old El Paso, historic pass to the North and South, is getting a municipal face-lifting as part of its transformation into an important market—the fifth largest metropolis in Texas.

The usual market-rating formulas simply don't apply to this sunny center of agriculture, defense weaponry, industry and cosmopolitan population.

In the first place, the city of El Paso has risen from 75th to 46th in U. S. ranking and marketers are slow catching up with this statistical feat. The metropolitan area now totals 314,070 population, a gain of 119,102 or 61.1% since 1950. Yet the central city, with 276,687, rose 112% in the decade as its boundaries spread.

All Texas takes pride in the Amon Carter Museum of Western Art which was built in Ft. Worth at a cost of about $3½ million. It is the largest privately owned museum in the world.

Population Deceptive ▪ But to rate El Paso at 314,070 people is to ignore (1) a good share of the 30,000 military people who live in the area and (2) 300,000 Mexicans who live across the Rio Grande in old Mexico—more than 625,000 people within 20 miles of downtown or within an hour's drive.

Radio and tv executives say they have trouble convincing eastern timebuyers that El Paso actually is close to the top 30 U. S. markets in size. They have trouble, too, in putting over a practical point—the Juarez audience of wetback and peon history is moving into higher living standards and tuning to El Paso broadcast programs.

A Saturday night ride on the international trolley from El Paso to Juarez showed 39 Mexicans carrying large shopping bags full of American brand goods bought in El Paso chain stores. That was almost everybody in the trolley. The goods were checked during the Mexican customs inspection.

And a 1960 Juarez survey conducted by Western Union interviewers (449 calls) showed three out of four families shop in El Paso, averaging 2.3 trips a week; 192 families speaking English, 80 some English and 40 no English. Over 30 million people cross the bridge into El Paso every year.

Agriculture brings in $250 million a

SEVEN ARTS — FILMS OF THE 1950's

Each Monday and Friday evening at 9:00 pm, KTVT presents an outstanding first-run motion picture of the 1950's.

And every Tuesday, Wednesday and Thursday at the same time, KTVT continues the pattern of first-run movies with the presentation of the "Paramount Premieres"

KTVT TELEVISION — CHANNEL 11
DALLAS — FORT WORTH, TEXAS

BING CROSBY • CHAIRMAN OF THE BOARD ◆ ALVIN G. FLANAGAN • PRESIDENT

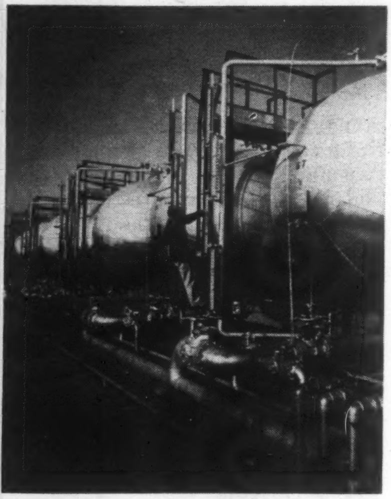
YOU
KCAN'T
KCOVER
TEXAS
without
KCEN-TV

MISSING LINK!

between Dallas-Ft. Worth—Houston and San Antonio markets . . . that's the big Waco-Temple market dominated by us.

NBC
CHANNEL 6
KCEN-TV
TEMPLE WACO

BLAIR TELEVISION ASSOCIATES
National Representatives



A part of the huge El Paso Natural Gas Products Odessa plant.

year from irrigated fields, including fantastic yields-per-acre of fine pima cotton ($100 million crop) and cattle ($150 million).

Then there is the defense economy. Fort Bliss, Biggs, White Sands and Holloman have around $200 million in payrolls, much of the money finding its way to El Paso as the largest city within 600 miles. These centers of jet aeronautics and modern rocketry are expanding. Located atop high Franklin mountain, El Paso tv signals reach beyond the 100-mile mark in most directions and even farther with the help of community antennas and boosting devices. Franklin mountain is a tourist haven with tramways and roads giving access to impressive views.

Many Factories ▪ El Paso's income sources include 345 manufacturing plants, 16 of them in garment-making; Phelps-Dodge refines 28% of all U. S. copper; El Paso Smelting Works is the world's largest custom smelter. The garment plants employ 5,000, Phelps-Dodge 800 and the smelting works 950.

El Paso Natural Gas Co., second largest in the world, delivers gas to 10 states and it has a gigantic petrochemical plant at Odessa (see Odessa, page 96). Operating revenues rose from $41.3 million in 1950 to $179.4 million in 1955 and $504.6 million in 1960.

These are a few of the reasons El Paso must be inspected to be understood. This centuries-old market is a center of jet progress and a proving ground for missiles of the future, fortified by balmy climate; a tremendous underground water supply; jet, piston, rail and highway transport; thousands of tourists; a large university, Texas Western, and a cosmopolitan populace whose lower level is moving into the middle class.

Heavy buying power for Latins, Negroes

Texans know—and they wish Madison Avenue did, too—that two minority groups are exerting a profound influence on the way business is done in the state.

Quick, firm conclusions about the buying and living habits of the Latin (Spanish) and Negro can lead the market analyst astray. The most important lesson learned from a look all over the state is this:

▪ Don't underestimate the way these groups live and spend. Their financial status is improving fast.

The Latin population is being absorbed into the American way of life, generation by generation. But Latins are devoted to family ties, traditions and some of the habits of Mexican life.

Official U. S. Census figures for 1960 show that 131,000 or over 19% of the city of Dallas population, 680,000, is non-white. According to Dr. J. W. Bass, city health director, the Negro birth rate has increased 45% while the Dallas rate rose 1% from 1955 to 1960.

Taking the Dallas and Fort Worth metropolitan areas, the two markets show the importance of the Negro

Quick Fact Sheet

390,000 NEGROES IN
DALLAS - FORT WORTH
TRADE TERRITORY

★ 19% of population
★ KNOK *only* exclusive Negro programming station listed in both market surveys.*
★ KNOK, a North Texas Negro institution is a must to insure *complete* market penetration and brand dominance.
★ Studios and programming, both Dallas and Fort Worth. One contract covers both markets.

*Hooper: July, Sept., Nov. '60; Jan. '61. Pulse, April-May, '61

For 100% Sales Effectiveness

KNOK
In Dallas-Fort Worth

A Townsend Station
Stuart Hepburn, President

Dallas Studio
1914 Forest
HA 1-4144

Fort Worth Studio
3601 Kimbo
TE 1-1278

REPRESENTED BY
BERNARD HOWARD CO.

audience to business. The ratio of Negroes in the two central cities runs higher than that of the combined metropolitan areas.

The 1960 census does not list the Latin population separately because the diffusion of Caucasian blood simply could not be tracked to show a scientific breakdown.

Marketers familiar with Texas minorities find special programming on radio-tv helpful in some areas. How effective requires case studies. Media directed specially at the Latin market, for example, claim substantial audiences are missed by normal American commercial approaches. They get an argument from those who practice average broadcasting programming, their position being that only small groups are influenced by special Latin commercials and programs.

In San Antonio and El Paso, the Latin specialists contend a large share of Mexican-Americans can talk English but they actually think in Spanish. There's very little Spanish taught in Texas public schools and all pupils get their schooling in English.

A million or more Mexicans south of the border are described as devotees of American broadcasts and regular shoppers in El Paso, San Antonio, Laredo, Brownsville and other easily reached Texas cities. One San Antonio survey reports the most frequent names are Martinez, Gonzalez, Gardia, Hernandez, Rodriguez, etc., with Smith 18th, Johnson 22d and Jones 31st numerically. A Juarez survey showed only a small minority of Juarez residents spoke no English.

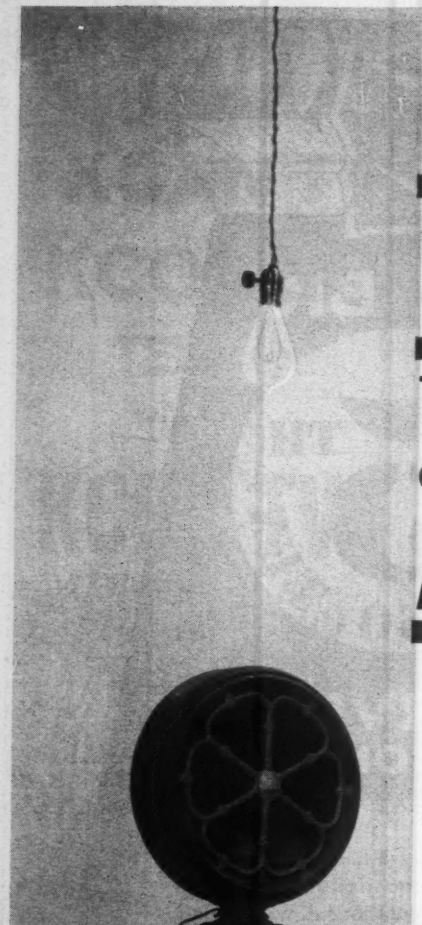
Older Latin families have higher incomes than generally believed because the children turn their wages into the family till until they marry, and then often live with the old folks. They own cars, washing machines, mechanical refrigerators and 75% own their own homes. They buy American-type merchandise, and they also stick to many of the Latin customs. Sellers of food cater to their special preferences.

Negro incomes are rising spectacularly in such areas as Dallas-Fort Worth, Houston, Beaumont and north through East Texas, and the Gulf Coast. They're loyal radio and tv fans. Broadcasters specializing in this market claim their influence is profound and they offer evidence to support it. Here again there is media contention, with stations having programs directed to the entire audience emphasizing their impact on Negroes as living levels continue to mount. In any case, the Negro buyer is buying expensive items and living better as the years pass, at the same time retaining racial unity and developing higher educational standards.

THE BIG
5TH
EL PASO, TEX.
SERVES
750,000 CONSUMERS

Buy El Paso, big 5th city of Texas, and you buy the nation's largest trading area! Population? A whopping 750,950 in southern New Mexico, West Texas, and Juarez, Old Mexico, who look and listen to El Paso for buying news. Retail sales? A sky-rocketing half-billion dollars. Effective buying income? Better than three-quarters of a billion dollars. These are the figures that put the El Paso market well within the nation's **TOP FIFTY!** When you buy the Big 5th, you reach 750,950 people who want what you've got to sell. You'll like the sales taste of the Big 5th. Bottle up this population-popping sales-soaring Southwestern market! Buy the Big 5th . . . El Paso, Texas.

el paso broadcasters:
kelp-tv/kelp/khey/kizz
krod-tv/krod/kset/ktsm-tv
ktsm/xej-tv/xej/xelo



WHY BUY

OLD-FASHIONED ☞ RADIO ☞

TO SELL THE CONTEMPORARY ADULT?

One-third of Dallas' Contemporary Adults (the young buying group) prefer KVIL* ••• and here's why:

- 15 minute segments of music between commercials
- No distracting station contests
- Sophisticated music (sans Rock'n'Roll) for the contemporary adult

** According to an accredited independent survey conducted among the young married families with good credit and above average income. A copy of the survey will be forwarded upon request.*

And now.. **FM** *ERP 119,000 watts*

KVIL

4152 MOCKINGBIRD LANE
DALLAS, TEXAS

Represented nationally by
THE BOLLING COMPANY

The upsurge in children's programs

ALL THREE NETWORKS PLAN SPECIAL NEWS SHOWS FOR YOUNGSTERS

Better children's programming for tv, like prosperity in the 30's, is just around the corner. Evidence of it probably will be seen in the coming fall season. NBC-TV has slated at least four new informational-entertainment programs of special interest to young people, ABC-TV has scheduled a daily news program especially treated for a juvenile audience, and CBS-TV, while solidifying its current "cultural" children's programs, also is planning a special news program for adolescent viewers. On a local level too, several stations are injecting new and imaginative life in a program area that habitually abounds in cartoons and clowns.

While this scattering of "good" shows does not constitute overwhelming evidence that better programming days for youngsters is here to stay, it is an indication that programming minds and steps are being channeled in that direction. The chances are, according to a BROADCASTING canvass of network programming executives, that the corner to better children's programming will be turned in time for the 1962-63 season. By that season the all fun and no thinking complexion of the children's area, will have changed into a more balanced concept.

The movement to upgrade young people's programming is apparently a direct effect of FCC Chairman Newton N. Minow's well-publicized "vast wasteland" address to the NAB Convention last May. In that speech, Mr. Minow told his audience that most children "spend as much time watching television as they do in the schoolroom," and concluded that "if parents, teachers, and ministers conducted their responsibilities by following the ratings, children would have a steady diet of ice cream, school holidays, and no Sunday School." He then asked his listeners: "What about your responsibilities? Is there no room on television to teach, to inform, to uplift, to stretch, to enlarge the capacities of our children?"

All the network programming executives canvassed by BROADCASTING answered Mr. Minow's rhetorical questions in the affirmative, but most of them deny that the speech turned their vocal acquiescence into action. They say that the programs were on drawing boards months before Mr. Minow made his public appeal. But a minority of the executives concede that "good" programs have been on drawing boards before, and that Mr. Minow's admonishing speech gave birth to more children's programs of merit than tv has seen in all its previous days.

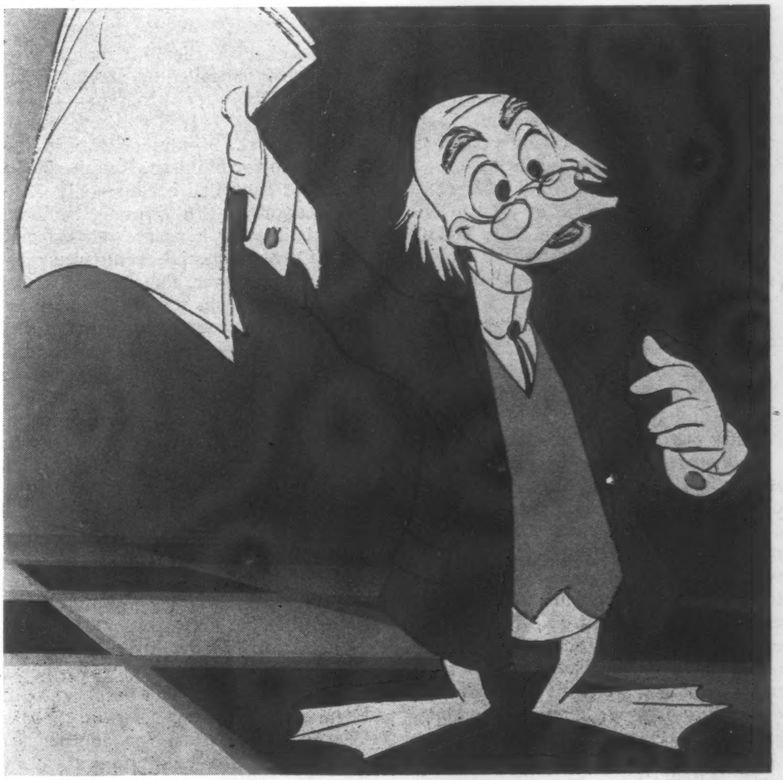
NBC The Leader ▪ NBC-TV is the network leader of the children's programming, and its showcase program on the fall schedule is *1, 2, 3,—Go!* (Sun., 6:30-7 p.m.). The new children's series, which debuts Oct. 8, is a public affairs presentation of the network's news department under the supervision of executive producer Irving Gitlin. It will star tv performer Jack Lescoulie, fresh from a nine-year stint with NBC's *Today* show. Mr. Lescoulie will act as a kind of "Dutch Uncle" guiding 10-year-old Richard Thomas in exploring interesting places and situations around the world and universe.

Mort Werner, NBC-TV's new vice president in charge of programming, says the series "is a blend of fantasy and reality seen through the eyes of a young boy," and predicts that it will gain the attention of a large family audience.

Update (Sat., noon-12:30 p.m.), a news program conducted by correspondent Bob Abernethy for the junior high school and high school age group, is another weighty item in NBC's fall effort to uplift the juvenile mind. Mr. Werner says the program is "a venture into a needed area," and explains that it will "give explanation to what the front pages of newspapers mean." A feature of the program will be the enlistment of journalism students in interviewing top level government personalities.

With *International Showtime* (Fri., 7:30-8:30 p.m.), NBC is making a conscious effort to capture both child and adult audiences. The weekly series, to be emceed by Don Ameche, will focus on great European circuses and magic shows. NBC currently has camera crews travelling around Europe taping the shows as they are presented before live audiences for future showing on the tv program.

Walt Disney's Wonderful World of Color (Sun., 7:30-8:30 p.m.) is a new children's programming concept, ac-



Ludwig Von Drake
New character on NBC-TV's Walt Disney hour

Captain Kangaroo and Easter Bunny
He gets 15 minutes more each day on CBS-TV

cording to NBC, because for the first time on tv the chief exponent of cartoons will concentrate on real-life adventures in nature and science.

NBC-TV officials also single out three other network shows—*Pip the Piper* (Sat., 9:30-10 a.m.), *Bullwinkle* (Sun. 7-7:30 p.m.), and *Burr Tillstrom's Kukla and Ollie* (Mon.-Fri., 5-5:05 p.m.)—as further examples of how it is upgrading young people's programming.

Pip the Piper is a live show telecast in color which started on July 17. It has set out to combine imaginative production techniques with a fantasy theme, and features original music especially created for the show.

Bullwinkle, which begins Sept. 24, is the middle link in NBC's Sunday chain of children's programs which includes *1,2,3,—Go!* and the Walt Disney program on either end. The network claims that the animated cartoon series in color will offer "sophisticated humor and satire" for the younger set, as well as adults.

Kukla and Ollie is the return to tv, on a five day a week, five-minute basis, of Burr Tillstrom's humorous and talented puppets.

ABC Plans ▪ ABC-TV also had ambitious children's programming plans for the coming season, but they took a serious setback earlier this month when the network cancelled its previously announced *Discovery* program (BROADCASTING, Aug. 14). The show was to be a Mon-Fri., 30-minute informational program for children. Reportedly the show was cancelled because only 72 of the network's 116 primary affiliates cleared time for it. James C. Hagerty, ABC-TV news special events vice president said, however, that beginning Oct. 2 the network will present a ten-minute daily newscast tentatively titled *American Newstand,* aimed at a young audience (Mon.-Fri., 4:50-5 p.m.). The news program plans to explore the facts behind the news reports in an effort to bring greater comprehension of the world situation to an audience of from 8 to 18. The news program is scheduled as a break in Dick Clark's 4 to 5:30 p.m. *American Bandstand.*

CBS-TV is playing a fairly pat hand in the children's programming area next season. A company representative claims that the network has been doing a "good job" in the juvenile area and sees no great need to improve the situation at this time. He points out that *Leonard Bernstein's Young People's Concerts* will return for another season of four one-hour programs, and that *Captain Kangaroo,* an award-winning show of "gentle" adventures, knowledge and entertainment for children, has been expanded 15 minutes daily from a 45-minute to a 60-minute program (Mon.-Fri., 8-9 a.m.). The show also is televised on Saturdays from 9:30-10:30 a.m.

News Show in Works ▪ CBS News however, is planning a tv program in the children's news area. A spokesman for the network's news department said that a "great deal of money and time has been spent in exploring the situation." He explains that the network "is not satisfied" as to how a news program for a young audience should be presented. CBS News officials have talked to child psychologists at Yale U. and have been told that children below the sixth grade have no awareness of news, and that it is extremely difficult to reach them. They also have been informed that it's virtually impossible to reach an audience that spans more than a two year difference in ages. Since it isn't feasible for CBS to broadcast separate news programs for the 12 to 14, 14 to 16, 16 to 18 age groups, etc., the network is trying to work out a suitable format that will encompass a wide audience of young people. The network spokesman said that the debut of the news program in the fall is a possibility, but implied that a 1962 premiere is more realistic.

On a local level WCBS-TV New York is contemplating a daily news program for young people which would be conducted by Bob Keeshan, who is the creator and star of *Captain Kangaroo.* The program is still very much in the negotiating stage and must be counted as "iffy" for the fall.

Another local station, WAST (TV) Albany, N.Y., will present a series of cultural programs that should appeal to both child and adult audiences. Included among them are *Dorothy in the Land of Oz,* a ballet version of "The Wizard of Oz," and *Sleeping Beauty.*

Advertisers Cautious ▪ Advertiser reaction to the new children's programs has been cautious. The programs that would seem to appeal more to an exclusively children's audience have had more difficulty selling than those shows which attract the entire family.

NBC-TV's *Update* is half sold to Helena Rubinstein, *1,2,3,—Go!* is still unsold at this time for the fall season but has acquired a sponsor to pick up part of the program in January, while *Walt Disney's Wonderful World of Color* is sold out to RCA and Eastman Kodak.

Among other NBC-TV children's shows, *Pip the Piper* is half sold to General Mills; *International Show Time* is SRO to Bulova Watches, Sandura (Sandran), American Motors, Beech-Nut Life Savers, and to Warner Lambert, with some time still available; *Bullwinkle* is a sellout to Ideal Toys and

General Mills; and Miles Labs has bought all of *Kukla and Ollie*.

Indications are that ABC-TV's still untitled news program for young people will be sponsored, while **CBS-TV's** *Young People's Concerts* has been sold to Shell Oil for institutional advertising, and *Captain Kangaroo*, formerly a perennial money-loser, is a near sell-out to such advertisers as Kellogg's, Continental Baking, and Gerber products.

Taft stations lease Britannica film series

The Taft Broadcasting Co. has leased the library of over 700 Encyclopaedia Britannica films from Trans-Lux Television Corp., New York, it was announced last week.

The films will be telecast on the Taft stations starting Sept. 1. During the course of the five-year contract, an additional 200 films are expected to be added to the group. Taft television outlets are WKRC-TV Cincinnati and WTVN-TV Columbus, both Ohio; WBRC-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

Film sales...

Shannon (Screen Gems): Sold to Genesse Brewing Co. of Rochester for Buffalo, Rochester, Schenectady and Syracuse, N. Y.; Altoona-Johnstown market and Erie, Pa. Also sold to WAVE-TV Louisville Ky.; WABC-TV New York; WTVT (TV) Tampa; WLOF-TV Orlando; WTMJ-TV Milwaukee; WILX-TV Jackson-Lansing, Mcih., and WAPI-TV Birmingham, Ala. Now sold in 87 markets.

Everglades (Ziv-UA): Sold to WTVN (TV) Columbus, Ohio; WLWT (TV) Cincinnati; WVEC-TV Norfolk; WAGA-TV Atlanta; WDSU-TV New Orleans; KLZ-TV Denver; WTVT (TV) Tampa; KELP-TV El Paso; KTVK (TV) Phoenix; KREM-TV Spokane; KGW-TV Portland; KGUN-TV Tucson; WKRG-TV Mobile; WHIO-TV Dayton; WLOS-TV Asheville; WRBL-TV Columbus, Ga.; WDBO-TV Orlando; WCTV(TV) Tallahassee; WLBT(TV) Jackson, Miss.; KVOS-TV Bellingham, Wash.; KEZI-TV Eugene, ORE., KJEO (TV) Fresno, and KOOK-TV Billings, Mont. Now in 23 markets.

Films of the 50's Vol. I (Seven Arts Associated): Sold to WBIR-TV Knoxville, Tenn., and KBOI-TV Boise, Idaho. Now sold in 103 markets.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WFMY-TV Greensboro, N. C., and WILX-TV Jackson-Lansing, Mich. Now sold in 38 markets.

Dick Powell's Zane Grey Theater; Captain of Detectives; The Tom Ewell Show and *The Law and Mr. Jones* (Four Star Films): Total of 156 segments sold to Procter & Gamble to be televised in Canada.

Stagecoach West (Four Star Films): Sold to be shown in the Japanese market.

Peter Gunn (Official Films): Sold to KYW-TV Cleveland; WJBK-TV Detroit; KMSP-TV Minneapolis; WTTV (TV) Indianapolis; WAGA-TV Atlanta; WDSU-TV New Orleans; WTVJ (TV) Miami; WTTG (TV) Washington; WDEF-TV Chattanooga; WNEP-TV Scranton and WBNS-TV Columbus. Now in 31 markets.

Q.T. Hush (M & A Alexander Productions): Sold to WAST (TV) Albany, N. Y., KOGO-TV San Diego and KTRK-TV Houston. Now in 63 markets.

Bozo the Clown (Jayark Films): sold to KMMT (TV) Austin, Minn., and KWWL-TV Waterloo-Cedar Rapids, Iowa. Now in 201 markets.

My Three Sons and *M-Squad* (MCA TV): Sold to Mexico for fall season. Other hour shows sold to Mexico consist of *Wagon Train, Thriller, Checkmate, Riverboat, and Suspicion*; half hour shows are: *Alfred Hitchcock Presents, Markham,* and *Staccato.*

Whiplash (Independent Television Corp.): Sold to WFBM-TV Indianapolis; WNHC-TV New Haven; WBIR-TV Knoxville; WHAS-TV Louisville; KOOK-TV Billings, Mont., and KXLF-TV Butte. Now sold in 73 markets.

Johnstone forms pr firm

G. W. (Johnny) Johnstone, for the past 16 years director of radio and television for the National Assn. of Mfrs., has established his own public relations firm, G. Wilfred Johnstone & Assoc., Sea Bright, N. J. Its services will be available to the NAM on a consulting basis.

While with NAM, Mr. Johnstone created and produced *Industry On Parade*, a weekly tv program on about 270 tv stations for the past 12 years.

RKO imports 34 films

RKO General is marketing 34 foreign films for television in the U. S. through the sales offices of Ideal Pictures, Chicago. The movies—from France, Britain, Italy, Mexico and Japan—were selected from over 500 foreign pictures.

The offerings, labeled as the International Film Festival for Television, have been dubbed with English sound tracks. Most of the films have won many awards and range in release dates from 1949 to 1961.

How N.W. Ayer could sell gobs and gobs more

Here at WHIH we greatly admire those commercials which beckon ice cream lovers to sample the brand favored by N. W. Ayer. But we do offer one sharp criticism.

We have to tune in a competitor (ugh) to hear them!

This hardly seems right. After all, WHIH is the live wire station in the Tidewater. People simply go ape over our music, news and bright ideas in public service programming. Especially those 50,000 (ice cream loving) sailors we have stationed down here.

Wouldn't you like to sell gobs more of that tasty stuff, N. W. Ayer. Do you hear the little birdie whispering WHIH?

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel

FIRST TIME FOR SYNDICATION

PETER GUNN
114 HALF HOURS
Mr. Lucky
34 HALF HOURS
Yancy Derringer
34 HALF HOURS
WIRE SERVICE
39 ONE HOURS

Call for a screening
OFFICIAL FILMS, INC.
724 Fifth Avenue, New York 19, N. Y. • PLaza 7-0100

Ziv-UA sets opera pilot

Ziv-United Artists, New York, has signed maestro Anthony Amato, founder and head of the Amato Opera Theatre, to produce a pilot film for a projected series of one-hour renditions of famous operas.

According to Ziv-UA, the enterprise represents the first known active step ever taken by a production firm to present a regularly scheduled, full-length season of tv opera.

Program notes...

Public-affairs drama ▪ Warner Bros. Studios has agreed to produce as a public service, a half-hour tv drama, *The Misery Merchants* for the Arthritis & Rheumatism Foundation. The screenplay, from the original story of William K. Wells, will be produced by Cedric Francis and William L. Stuart. Filming began July 17.

New production concern ▪ A new production concern, Planned Broadcast Services, operating as a consultant to advertisers and broadcasters, went into operation July 10 in Washington, D. C. High speed tape duplication, disc cutting, pressing services and distribution will be available with the entire system being geared for stereo. The firm, which will also record and distribute the new Family Altar and Euphonic monaural and stereo discs as well as pre-recorded tape, is located at 225 Vine St. N.W.

Cherchez la femme ▪ Air France, N. Y., has developed a new programming service which it is offering free of charge to radio and tv women's interest commentators. Radio broadcasters are offered a spot featurette, "French and Feminine," on a monthly basis. It is a one-minute script giving news about food, fashion, family, travel and the home. A second feature, designed for tv, is an illustrated travelogue kit, consisting of a script outline, black-and-white slides and travel literature dealisg with a particular city or country served by Air France.

New series ▪ Old-time film comedies are being made available for tv this fall by National Telepix, N. Y. The 90-13½ minute films, titled *Comedy Capers,* star Ben Turpin, Will Rogers, Laurel & Hardy and the Keystone Kops, among others. The films, originally silent two-reel comedies, were produced by Hal Roach and Max Sennett from 1919 to 1929.

New color series ▪ *Patterns in Music,* a new Sunday afternoon live color series, will debut in mid-October on NBC-TV. The program, originating at WNBQ (TV) Chicago, will be presented at 4:30-5 p.m. NYT. It features Joseph Gallicchio as conductor of the NBC Chicago orchestra in thematically developed programs of popular and semi-classical music.

All about France ▪ A "familiar but puzzling" U. S. ally is the subject of a new hour-long tv program, *The Heartbeat of France,* the second production of the recently established International Television Federation (Intertel). The study premiered on the National Education Television stations. It will also be aired by Westinghouse Broadcasting, NET's U. S. partner in the Intertel project.

Firm organized ▪ Television Enterprises Corp., tv program production-distribution firm, has been organized with headquarters at 8278 Sunset Blvd., Hollywood 46. Telephone: Oldfield 6-7900. Harold Goldman, formerly executive vice president of NTA, is TEC president. Jerome Kurtz, previously eastern manager of Official Films, is sales manager of TEC. First TEC production is a series of 78 programs of *Mahalia Jackson Sings.*

New college ▪ *The College of the Air,* a half-hour, daily college credit course, will be presented this fall on CBS-TV. Reportedly the first of its kind on network tv, *College of the Air* will be fed to stations from 1-1:30 p.m. EDT, beginning Sept. 25. Stations may record it for broadcast at convenient local time.

New offices ▪ The Academy of Television Arts & Sciences has established new offices in Hollywood at 7188 Sunset Blvd. Telephone is Hollywood 7-5115.

Ziv-UA's 'Keyhole' ▪ Ziv-United Artists has signed producer-narrator Jack Douglas to an exclusive contract to produce a new half-hour tv film documentary series, *Keyhole,* for distribution by Ziv-UA. Mr. Douglas, who will serve as narrator, has produced such series as *Bold Journey, I Search For Adventure* and *Kingdom of the Seas.* Segments for *Keyhole* are now under production in Austria, Hawaii, Detroit, San Francisco, as well as Hollywood.

Instant music ▪ SESAC, New York, has released an "Instant Sports Music" package to meet the musical needs of radio and tv's fall sports program schedules. Consisting of 10 hi-fi albums of football, collegiate and marching band music, the albums sell at a package rate of $19.95.

Jointly-produced ▪ Seven 50-minute documentary broadcasts dealing with major national economic issues will be presented each Monday for seven weeks beginning Sept. 4 on CBS Radio

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COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

Aug. 21-25, 28-30 (10:30-11 a.m.) **Play Your Hunch,** part.

Aug. 21-25, 28-30 (11-11:30 a.m.) **The Price Is Right,** part.

Aug. 21-25, 28-30 (12:30-12:55 p.m.) **It Could Be You,** part.

Aug. 21-25, 28-30 (2-2:30 p.m.) **The Jan Murray Show,** part.

Aug. 21-25, 28-30 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Aug. 21, 28 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newell.

Aug. 23, 30 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

Aug. 23, 30 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

Aug. 24 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

Aug. 25 (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

Aug. 26 (9:30-10 a.m.) **Pip The Piper,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 26 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Aug. 26 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Aug. 26 (7:30-8:30 p.m.) **Bonanza,** RCA through J. Walter Thompson.

Aug. 27 (6-6:30 p.m.) **Meet the Press,** co-op.

Aug. 27 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

Aug. 27 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

o&o's. The series, *How Serious the Challenge?,* is the result of a collaborative project in which each station used its own news, public affairs and technical facilities.

Five-day schedule ▪ *The Texan* returns to ABC-TV this fall as a five-a-week daytime feature starting Sept. 4 (11-11:30 a.m. EDT). It replaces *The Gale Storm Show* in that time period.

Wolper special ▪ David L. Wolper Productions, Hollywood, in cooperation with the Motion Picture Producers Assn., has begun production of *Hollywood: The Talkies,* a 90-minute documentary tv special tracing the history of Hollywood and the film industry from the advent of sound to the present. The special will be a sequel to *Hollywood: The Golden Years,* which NBC-TV will air Nov. 29 for Procter & Gamble.

'True Adventure' ▪ KCOP (TV) Los Angeles has signed Bill Burrud, travel-adventure producer, for 39 first-run episodes of his newly syndicated series, *True Adventure,* to begin Monday, Sept. 25, 7 p.m. The series places emphasis on true adventures filmed as they happened throughout the world.

Agreement reached ▪ Capitol Records Inc., Hollywood, holder of 10% of Toshiba Musical Industries, Tokyo, has reached an agreement whereby it would acquire 49% of the stock. Capitol under the agreement will provide advice and counsel regarding the record business and contribute to the management of the Japanese firm.

Hoover on Wilson ▪ Former President Herbert Hoover will narrate a special half-hour program about another ex-President, Woodrow Wilson, on NBC-TV next year. The NBC-TV Special Projects presentation is titled *The Ordeal of Woodrow Wilson—a Personal Memoir by Herbert Hoover.* Covering period of 1917-21, the program will include archive motion picture film, historic still photographs and film newly made with Mr. Hoover. James Nelson is the producer, Robert K. Sharpe the director.

'Story' goes 'public affairs'

Mutual's weekday *My True Story* series of hour-long dramas will fall into a public-affairs category on a once-per-week basis starting Sept. 11. At least one drama weekly will be devoted to a recognized public-affairs theme. The stations will be advised at least four weeks in advance of broadcast of drama plot outline plus suggestions on how to apply the broadcast to local level campaigns. Stations can arrange their own community inserts during the last five minutes of the programs.

Disney firm's income up

The gross income of Walt Disney Productions for the nine months ended July I was $43,852,820, up $10,031,214 from the gross of $33,821,606 for the same period of last year. Film revenue was up $10,227,107; tv income up $44,558, with slight decreases in other revenue. The net profit for the nine-month period was $2,373,083, or $1.46 a share, compared to $343,151, or 20 cents a share, for the corresponding period of 1960.

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FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Heimlich

William F. Heimlich, director of public affairs, Office of Civil and Defense Mobilization, elected vp of Assn. of National Advertisers, New York. He will coordinate ANA's intensified program in areas of pr of advertising and industry as well as government relations. From 1950 to 1957, Mr. Heimlich was assistant to president of Gray Mfg. Co., Hartford, Conn. In government service he has been consultant to Senate Foreign Relations Committee, Senate Judiciary Committee, and House Un-American Activities Committee.

Charles C. (Bud) Barry, vp and recently named director of radio & tv department of Young & Rubicam (WEEK'S HEADLINERS, July 3), elected senior vp Aug. 11. Mr. Barry has been with Y&R since July, 1959, briefly served as president of NTA Television Network and with MGM-TV before that, as well as in various tv network positions. Vp **Norman Glenn** moves up from account supervisor to associate director of radio-tv department (he joined Y&R in 1956).

A. W. Fargo Jr., vp for Charles W. Hoyt Co., New York advertising agency, elected executive vp. **Jack R. McCormack, William A. Baumert** and **Raymond M. Anrig** elected vps.

Hal Bock, formerly publicity director, NBC, Hollywood, appointed Hawaiian representative, David O. Alber Assoc., New York pr firm. **Hanns Kolmar,** owner of Hanns Kolmar, San Francisco pr firm, named San Francisco representative.

Victor Komow, freelance cameraman, producer-director and sound engineer, joins Kenyon & Eckhardt, New York, as tv producer.

Mr. Bunch

John T. Bunch, management supervisor, BBDO, New York, elected vp. Mr. Bunch joined BBDO in 1956 as marketing and merchandising account executive and later was named group head.

Edward F. O'Kane, advertising manager of Weinschel Engineering, manufacturer of precision microwave calibration equipment, joins creative staff of Henry J. Kaufman & Assoc., Washington advertising and pr firm, as senior copywriter.

Gerald Reiner, formerly assistant project director, Politz, New York, joins R. H. Bruskin Assoc., that city, as senior project director, market research.

John P. Street Jr. named executive vp of Hart-Conway Co., Rochester, N. Y., advertising agency. He joined agency in 1931 and was named vp and director in 1955.

Weston Elliot, formerly with Lennen & Newell and CBS-TV, Hollywood, joins Needham, Louis & Brorby, Chicago, as account executive in radio-tv department.

Richard P. Turpen, formerly with Campbell-Ewald, Detroit, joins Kenyon & Eckhardt, that city, as copywriter. **Janet M. Carlson,** formerly with Malcolm Steinlauf Adv., Los Angeles, joins Kenyon & Eckhardt, that city, as copywriter.

Annette Fuhrman, formerly with Los Angeles office of Compton Adv., joins Gumpertz, Bentley & Dolan, that city, as manager of print media department.

Edwin Rooney, broadcast supervisor for Erwin, Wasey, Ruthrauff & Ryan, New York, appointed director of radio-tv and film department of L. W. Frolich & Co., New York advertising agency.

THE MEDIA

Mr. Chamberlain

A. B. Chamberlain, director of engineering, CBS-TV, will retire Sept. 1. He will return to upstate New York, where his career started in 1923 as engineer at WGY Schenectady. Mr. Chamberlain became chief engineer and general manager of WHAM Rochester, N. Y., in 1927, and subsequently joined Buffalo Broadcasting Corp. as vp. He next became chief engineer of infant CBS where, except for World War II years, he has been active for over 30 years in design and construction of radio-tv studios and transmitter plants.

Gar Meadowcroft, manager of WHFI Detroit, appointed general manager of WPON Pontiac, Mich.

Paul Adanti, WHEN-TV Syracuse, elected to board of directors of AP Radio & Tv Assn. Others elected were **Jim Bormann,** WCCO Minneapolis; **Tom Eaton,** WTIC Hartford, Conn.; **Frank Gaither,** WSB Atlanta; **William W. Grant,** KOA Denver; **James L. Howe,** WIRA Ft. Pierce, Fla.; **Dwight Martin,** WDSU-TV New Orleans, and **Gene Terry,** WTAD Quincy, Ill.

James P. McCann, formerly with Standard Rate & Data Service, New York, appointed tv account executive, Peters, Griffin, Woodward, that city, station representative.

David E. Corbin, assistant sales promotion manager for KCBS San Francisco, announces formation of publicity and radio-tv production service, to be located at 3541 Sacramento St. in San Francisco.

Carl Sunkel, program director for KTOP-FM Topeka, Kan., named president of Prestige Broadcasters Corp., new fm operation in Danville, Ill.

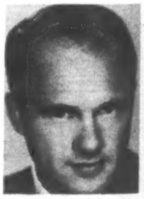
Mr. Bernard

J. J. Bernard, vp and general manager of KTVI (TV) St. Louis, resigns effective Aug. 31. Mr. Bernard, who has not announced his future plans, will be temporarily replaced by **Paul E. Peltason,** station's executive vp. Mr. Bernard began broadcasting career in 1934 at WKY Oklahoma City, from 1945 to 1954 he was with KOMA Oklahoma City and was appointed that station's general manager. He was vp and general manager of WGR-AM-TV Buffalo from 1954 until 1957 when he joined KTVI (TV).

Donald S. Moeller, formerly local sales manager, WPRO-TV Providence, R. I., appointed assistant general manager, WGAN-TV Portland, Me.

George M. Benson, formerly vp and treasurer, Robert Saudek Assoc., New York, program production firm, named consultant for financial and business affairs, Educational Television for the Metropolitan Area Inc., that city.

Donald C. Hamilton, director of business affairs, CBS-TV Sports, New York, appointed director of business affairs, CBS News.



Mr. Leider

Gerald J. Leider, director, special programs, CBS-TV, named to newly-created post of director of program sales. Mr. Leider, who joined network in Jan. 1960, will continue his activities in sale of specials. As director of program sales, Mr. Leider will be responsible for development of closer liaison between program and sales departments of CBS-TV. Before joining network, Mr. Leider was managing producer, production department, The Theatre Guild.

Martin Carmichael, assistant to David Klinger, vp-administration, CBS

90 year old celebrates 20th anniversary

Laura V. Hamner celebrates her 90th birthday and 20 years in broadcasting at KGNC Amarillo, Tex. Miss Hamner (l) is being presented with an orchid by women's director Pat Denton (r) has been doing the same show for the entire period without break and expects to continue doing so. Show known as *Light & Hitch* deals with various events, places and people who have been instrumental in building the local area. Besides her program, Miss Hamner is also founder of the area's writers' guild and has several books to her credit.

News, New York, appointed director of business affairs, CBS-TV Sports.

Robert Graf, account executive in New York tv sales department of Peters, Griffin, Woodward, joins sales office of Crosley Broadcasting Corp. in New York in similar capacity.

John L. Perry, assistant to NAB president, Aug. 4 married **Susan Berla,** daughter of Mr. & Mrs. Harold Anzi Berla, at W. Orange, N. J. After Florida honeymoon they will live at 1914 Connecticut Ave. NW, Washington.

Ralph Dawson, manager of commercial videotape department for WXYZ-TV Detroit, assumes additional duties of national sales manager replacing **Thomas J. O'Dea,** who joins newly formed ABC National Station Sales Div. in New York.

Keith Miller appointed general sales manager for KTNT-TV Seattle-Tacoma, Wash.

Carroll Bagley, account executive with Screen Gems, joins WNTA-TV Newark, N. J., sales department.

Duane Harm joins Avery-Knodel, Chicago, as tv account executive.

John J. Cosgrove, unit manager of production sales, commercial videotape division of CBS-TV, named account executive for WCAU-TV Philadelphia. **Gerald Noonan,** media buyer for Benton & Bowles, New York, appointed national sales representative. **Virginia Lundgren,** associate director of audience promotion, named director of publicity and exploitation.

Carl Bailey, air personality for KBIG Santa Catalina, Calif., named account executive.

Ric Marcellan, assistant manager in charge of programming for KLEO Wichita, Kan., appointed account executive and production advisor for KIOA Des Moines, Iowa. **Larry Fisher,** program director for WKMH Detroit, joins KIOA in similar capacity.

John R. Barrett, newsman for WATE-AM-TV Knoxville, Tenn., joins WNOX, that city, as account executive.

Charles R. Estlick, account executive, WANE-TV Ft. Wayne, Ind., joins KXTV (TV) Sacramento in similar capacity.

Charles L. King Jr., promoted to newly created position of local sales manager of KTRK-TV Houston. Mr. King has been with station's sales department for two years.

Orison Marden, assistant director, CBS Radio, joins public affairs department, CBS News, as producer-director for network's *Dimension* features.

Barry D. Stigers, formerly in promotion department of WPIC Sharon, Pa., appointed program director for WBEC Pittsfield, Mass.

Jim Stagg, formerly with KYA San Francisco, joins WOKY Milwaukee, Wis., as program director. **Don Phillips,** air personality with WRIT Milwaukee, joins WOKY in similar capacity.

John Stone, program director for KJR Seattle, Wash., joins KOL, that city, in similar capacity. **Lan Roberts** and **Jerry Kay** join KOL as air personalities. Mr. Roberts was air personality with WTIX New Orleans, Mr. Kay served with KLOQ Yakima, Wash.

Edwin T. Vane, manager of audience promotion, NBC-TV, named manager, daytime program operations. Mr. Vane, who held his previous post for five years, joined network as page in 1945. He then served as writer of station promotion materials in network advertising and promotion department (1949), and as sales promotion manager (1954).

John Howard, pr director for WQED

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(TV), Pittsburgh's educational station, resigns. **Edward L. Herp,** program manager of station also resigns.

Dick McGee, news director for WMIX-AM-FM Mt. Vernon, Ill., elected president of Illinois UPI Broadcasters Assn.

Dirk Courtenay, former Chicago radio and tv personality, acquires interest in KFIL (FM) Santa Ana, Calif., and assumes duties of director of operations.

Wally Lambourne appointed director of engineering for KCPX-AM-FM-TV Salt Lake City, Utah, succeeding **Allen Gunderson,** who resigned to become chief engineer of KTTV (TV) Los Angeles. Mr. Lambourne started with KCPX (then KDYL) in 1939 and has been with station ever since except for 3½ years with Navy during World War II.

Betsy Vaught, member of promotion department of KCPX-AM-FM-TV Salt Lake City, Utah, for past four years, appointed promotion director. She succeeds **Ted Anderson,** who joins Jack La Lanne, Los Angeles. **Heather Dubbers,** from production dept. of Bailey Advertising Agency, Salt Lake City, and **Jacqueline Van Wagoner,** from KCPX traffic department, also join what is now all-girl promotion department.

Sherman C. Hildreth, director of technical facilities for NBC's owned stations division, appointed director of operations for WRC-AM-FM-TV Washington.

Norman E. Cobb, supervisor of maintenance at KNXT (TV) Los Angeles, promoted to engineer-in-charge. **Stanley Weitkamp,** technician, succeeds him as supervisor of maintenance.

Louis P. Barkus, crew chief for WBZ-TV Boston, promoted to technical supervisor of WBZ radio. He replaces **Charles Vassall,** who died in Boston last month.

Monroe Benton, formerly news director, Capital Cities Broadcasting Corp., joins WVIP Mt. Kisco, N. Y., in similar capacity. **Kenneth McBride,** engineer-announcer, WVIP, named production manager.

Bob Green, air personality for WGVA Geneva, N. Y., joins WKMH Dearborn, Mich., as production director and air personality. **Ray Otis,** air personality for WHK Cleveland, Ohio, joins WKMH in similar capacity.

Cliff Levine, account executive at KRKD Los Angeles, promoted to local sales manager. He succeeds **Bob Fox,** now with RKO General.

C. John Cigna appointed special events director for WOWO Fort Wayne, Ind.

Atherton Mogge Privett executives to Wade

Mr. Mogge

Mr. Sholts

Mr. Atherton

Norton W. Mogge, president, Atherton Mogge Privett, Los Angeles; **Tom D. Scholts,** vp, and **Luther Myhro,** art director, have resigned from that agency and will join Wade Advertising, Los Angeles, on Sept. 1. Mr. Mogge will be senior vp at Wade, Mr. Scholts, account supervisor, and Mr. Myhro, creative assistant to them. Three accounts with which Messrs, Mogge and Scholts have been associated —Seven Up Bottling Co. of Los Angeles, Fresh Fall and Winter Pear Advisory Board and Barbara Ann Baking Co.—will move from AMP to Wade. AMP will change its name to Atherton-Privett Inc. on Sept. 1. **Alfred A. Atherton** will be president; **John A. Privett** will be vp, secretary and treasurer.

Marc Howard, account executive for KOLN-TV Lincoln, Neb., appointed local sales manager.

Noyes Scott, salesman for KRCA (TV) Los Angeles, promoted to manager of local sales and sales services. **Richard Ridgeway,** manager of sales services, joins KRCA local sales staff.

Joseph L. Pentak, formerly with *Albany Times Union,* joins sales staff, WNHC-TV New Haven, Conn., and **James Dull,** formerly WBRE-AM-FM-TV Wilkes Barre, Pa., air personality, joins WNHC-TV in similar capacity.

Robert W. Harris, member of KOL Seattle, Wash. sales staff, joins KOMO, that city, in similar capacity.

Joseph Cotten, motion picture-tv actor, signed as host of late evening series of motion pictures on KGO-TV San Francisco, Monday-through-Saturday, 11 p.m., starting Sept. 2.

Sid Shaw, operations director for WBYG Savannah, Ga., joins WAMS Wilmington, Del., as news director. **Lee Hurley** of WSLS Roanoke, Va., also joins WAMS news staff. **Dave Eldridge** and **Dick Brown** join as air personalities.

Lincoln Harner, formerly news director, WHAM Rochester, N. Y., joins news department, WNEW New York, as writer-reporter. **Russell Heard,** freelance reporter, appointed chief European correspondent, Munich, for WINS.

William M. Beyea, formerly salesman, Anderson, Clayton & Co., New York, joins sales staff, WVOX New Rochelle, N. Y.

Wally Meade, salesman for KFMB-TV San Diego, has joined XETV (TV) Tijuana -San Diego, in similar capacity.

Jo Ann Hale named staff vocalist for WHAS-AM-TV Louisville, Ky.

Lon Becker joins WKY Oklahoma City, Okla., as reporter and newscaster. He was formerly on news staff of KGWA Enid, Okla.

James Enderly, announcer, WHLF South Boston, Va., to WGHQ Kingston, N. Y., in same capacity.

Bob Bradley joins announcing staff of WFLA Tampa, Fla. **Gloria Christodal** joins promotion department and **Marion Crowe** appointed to radio traffic department.

Sid McCoy joins WCFL Chicago, Ill., as air personality.

Lee Taylor joins WINZ Miami, Fla., as air personality.

Phil W. Ellis, director of news and public affairs, WPTF Raleigh, N. C., appointed executive director of North Carolina Traffic Safety Council, effective Sept. 1. He is past president of RTNDA of Carolinas.

PROGRAMMING

Alan May, vp and treasurer, National Theatres & Television, and **Irving H. Levin,** former president of AB-PT Pictures Corp., elected to board of NT&T, replacing former board chairman **B. Gerald Cantor** and **Sam Firks. Robert W. Selig,** recently named general manager of NT&T theatre operations, elected vp. Board terminated position of **Sheldon Smerling** as executive vp "due to policy differences in the management of the company." Mr. Smerling continues as director of NT&T.

John Young, comptroller of Producers Studio, Hollywood production facility center for independent producers, promoted to vp and treasurer. He was previously with Henry Jaffe Enterprises, NBC and E. J. Vincent Co., in New York.

William Kronick, New York documentary producer, joins Wolper Productions as producer-director on *The Story of . . . . .* series of half-hour documentaries now being filmed at Ziv-UA in Hollywood.

Will Tomlinson, formerly west coast sales representative for Walt Disney Productions, appointed sales account executive, western division, Independent Television Corp.

Brian Degas, associated with Goar Mestre's Caribbean Radio and Tv Network in Buenos Aires, joins Sterling Tv Co., New York, distributor of educational films, as producer.

Ralph Porter, formerly director of production, Van Praag Productions, New York, joins Gerald Productions, division of Advertising Radio & Tv Services, that city, in similar capacity.

Leonard Freeman, for past six months producer of *Route 66* on nonexclusive basis, signed to exclusive contract as producer of CBS-TV series. He will produce all remaining segments of series for 1961-62 season.

Jerry Kurtz resigns from Official Films to become sales vp for Television Enterprises Corp., Hollywood producer-distributor of tv programs. TEC is opening New York offices at 333 West 56th Street.

Joe Pasternak, motion picture producer, will make his tv debut as executive producer of new MGM-TV series, *The Fairest Lady of Them All. Lady* of title is the statue of liberty; full-hour programs will deal with people who have come to America from other countries and proved that this is land of opportunity. Series is planned for broadcast in 1962-63 season.

Pat Currey, who returned from year's work in Swedish and Danish television, engaged as producer of Bill Burrud Productions' *Wonderlust* series. **Gail Allen** appointed writer for new Burrud syndicated series, *True Adventure,* which will debut this fall on KCOP (TV) Los Angeles.

Stan Byrnes, formerly midwestern sales manager, Flamingo Films, named midwest representative, Official Films, with headquarters in Chicago.

Phillip Bangsberg, assistant news director, WKBW-TV Buffalo, N. Y., joins UPI Movietone News, New York.

INTERNATIONAL

Richard P. Morgan, assistant director of business affairs, CBS Films, New York, joins CTV Television Network Ltd., Toronto, as director of business affairs.

D. F. Penn, general sales manager of CFAC Calgary, Alta., appointed to additional post of assistant manager of station.

B. Ulens, formerly with Canadian Westinghouse Ltd., Hamilton, Ont., named business manager of CKEY Toronto.

ALLIED FIELDS

V. W. Walter, consultant professor, U. of Florida, forms Walter Enterprises. Firm, which is located at 1501-02 William Oliver Bldg., Atlanta, Ga., will provide research services and surveys of all types for advertising agencies, radio-tv stations and consumer acceptance analyses for manufacturers.

Charles J. McKerns, law clerk to Federal Judge Charles F. McLaughlin, Washington, D. C., joins Washington communications law firm of Dow, Lohnes & Albertson. Mr. McKerns is 1960 graduate of Georgetown Law School.

EQUIPMENT & ENGINEERING

Martin Minney, vp and general counsel of Ampex Corp., Redwood City, Calif., resigns. Mr. Minney plans to return to private practice of law.

Walter R. Hicks, president, Reevesound Co., subsidiary of Reeves Soundcraft Corp., New York, manufacturers of magnetic recording tapes and accessories, appointed vp in charge of special projects, Reeves Soundcraft Corp.

John E. Johnson, formerly vp, Itek Corp., Lexington, Mass. (aerial, space reconnaissance and information handling systems), rejoins RCA as staff vp. From 1958 to 1960 Mr. Johnson was manager of marketing and later division vp, marketing department, electronic data processing division.

Edward Shafer, merchandise manager for Blonder-Tongue Labs., Newark, N. J., appointed marketing manager, tv distribution equipment division, Intercontinental Electronics Corp., Westbury, L. I. Mr. Shafer will direct national sales and customer relations for divisions lines of master tv, educational tv and closed circuit tv in addition to present line of CATV systems.

Donald E. Hassler, special products national sales manager for Capitol Records Distributing Co., appointed sales manager for Transis-Tronics, Santa Monica manufacturer of all-transistorized amplifiers, fm tuners and multiplex tuners.

David K. Elwell, manager, foreign manufacturing operations, Sylvania International Div., General Telephone & Electronics International, appointed director of purchases, Sylvania Electric Products, New York.

Thaddeus Napp, sales representative for midwestern region, Sylvania Electric Products, named distributor-sales manager for North California district, Burlingame, Calif.

Neal Pike appointed laboratory director for Prodelin Inc., Kearny, N. J., manufacturers of commercial communication antennas and coaxial transmission line systems. Mr. Pike had previously been member of Bell Telephone Laboratories and M.I.T. Lincoln Laboratory technical staffs.

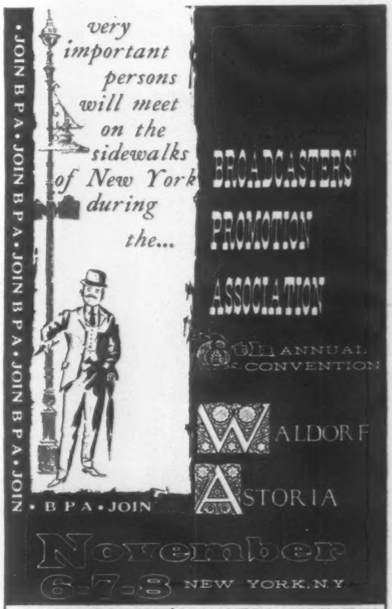
DEATHS

William A. McDonald, 65, chairman of board of Hazeltine Corp., defense electronics contractor, died Aug. 11 at his home in Lattingtown, L. I.

Thomas Reddy, 43, operations manager of WTAC Flint, Mich., drowned in Fenton Lake, near Flint, on Aug. 13.

J. Barry Lake, 51, writer of tv plays and detective novels, died of heart attack Aug. 9 at his home in Newton, Pa.

Laurette Banks, 50, manager of ticket division, CBS, New York, died Aug. 12 at St. Luke's Hospital, New York, following long illness.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SATURDAY SESSIONS DRAW CAPACITY AUDIENCES

Time-Life Broadcasters' stations WFBM-AM-FM-TV Indianapolis are discovering that it not only pays to learn what significant segments of their audiences think of them but that listeners actually will flock to the door and spend their time and money for the opportunity to speak their minds.

Each Saturday last month and this, the WFBM stations are finding the big WFBM-TV studio filled with community leaders and representatives of all listening elements. They are there to take part in one of the 11 Saturday seminars sponsored by the WFBM stations on "The Air Media and You: Communications in a Free Society." Each participant pays $3 to cover expenses of a Saturday session, including a hearty dinner which is served in the studio.

Eldon Campbell, vice president and general manager of the WFBM stations, observed that the seminars are right in tune with FCC Chairman Newton N. Minow's desire that stations learn the desires and needs of their communities, but that considerable extra benefits are accruing from the meetings. For one thing, he noted, the meetings have proved very beneficial to special interest groups such as judges and lawyers who for the first time have had an opportunity to explore in an informal atmosphere some of their own peculiar problems and to become aware of and overcome some of their own intramural communication barriers.

Mr. Campbell stressed one important aspect of the seminars is that conclusions are reached in the minds of the individuals and not by the platform or the group as a whole. Participants get a new look at their own jobs and responsibilities, he indicated, as well as a broader understanding of the role of the mass media.

First seminar in July included the Toastmistress Clubs of Central Indiana. Other July Saturdays involved an Indianapolis Council of Women's Clinic and human relations and law enforcement seminars. August meetings are being devoted to religious leaders, newspaper editors, youth citizenship, community progress and an AFL-CIO clinic, among others. Each participant also receives a seminar portfolio containing materials prepared by Television Information Office and NAB plus article reprints such as the July 1 *Saturday Evening Post* piece by NBC Board Chairman Robert W. Sarnoff on "What Do You Want from Tv?"

THE AIR MEDIA and YOU
MAY
FRAN
AMREH
BER

Highlight of Aug. 5 newspaper editors' seminar sponsored by WFBM-AM-FM-TV Indianapolis was full-hour two-way radiotelephone news conference with West Berlin Mayor Franz Amrehn (second only to Governing Mayor Willy Brandt) on Berlin crisis. Here putting question to Mayor Amrehn is 'Indianapolis Star' chief editorial writer Frank H. Crane (l, standing). With him are (r, standing) Sig Mickelson, vice president of Time-Life Broadcast Inc., and (seated, l to r) Dick Krolik, public relations counsel for Time-Life Broadcast Inc., and Eldon Campbell, WFBM vice president-general manager.

Let's eat out!

When it's chow time at the old homestead, 60% of the time it's the lady of the house who suggests eating out. This was revealed in a new Radio Advertising Bureau presentation aimed at convincing restaurateurs that radio is the blue plate special on their advertising menus. RAB's message: 94.7% of all housewives listen to the radio in a typical week, reach them through radio advertising and they in turn will persuade their men to go out for a meal.

Fort Bragg GI's get greetings from d.j.'s

Martin Daniels, an enterprising timebuyer at J. Walter Thompson, and Frank Fitzpatrick, a Katz Agency radio salesman, have combined to help bring the voices of home-town radio personalities to the thousands of GI's from all parts of the country stationed at Fort Bragg, N. C. In the process they also have managed to create a solid station promotion gimmick.

Mr. Daniels, who is in the U. S. Army Reserve, has helped operate a closed circuit radio station (WWAH) at Fort Bragg for the last three years. This summer, Mr. Daniels enlisted the aid of Mr. Fitzpatrick in getting radio stations across the country to send 10, 20 or 30-second voice tapes of their most popular local personalities. Some 60 radio stations, including 17 represented by Katz, responded.

Typical copy for one of the messages: "Hi, this is (name of personality) at (station) in (market) saying hello especially to you at Fort Bragg. Hoping you will be in (market) soon and when you are tune us in at (station jingle)."

Major Anthony J. Sava, commanding the 351st Psychological War Co., has congratulated Mr. Fitzpatrick, calling the project "interesting as well as entertaining."

RAB prepares for biggest fall

As its first step to prepare member stations for their "biggest fall ever," Radio Advertising Bureau last week announced plans for a massive direct mail campaign aimed at local advertisers. RAB has pre-packaged for the stations all the essential materials for efficient mailing to prospective fall advertisers. The promotion packs include fact-folders to dramatize radio's key selling points, a covering letter for every brochure, a complete mailing format to ensure that "all bases are covered," and a strategy chart which includes tips for contests, prizes, etc.

A new way to promote traffic safety

Seven police jurdisdictions in the Washington area are promoting traffic safety by calling drivers' attentions to *Traffic Violators' School*, a special education feature shown on WRC-TV, that city. Many traffic offenders in the area are given a flyer advising them of the show—along with their summons. Such an event is taking place in photo above as Alexandria, Va., patrolman Edward Bass presents Gail Barber with a ticket and the WRC-TV literature (for photographic purposes, of course). For other "offenders," however, it has been the real McCoy.

Radio campaign brings 800% sales increase

Watkins Bros. furniture store in Manchester, Conn., is a firm believer that WINF, that city, is a super salesman. And the evidence supporting the theory seems to bear this out.

In a week-long saturation program on the station (and it was the only form of advertising used except for one newspaper ad the last day) promoting a special furniture sale, Watkins Bros. reported an 800% sales boost over a comparable summer day, following tabulation of the receipts.

WINF operated for 16 hours from the main floor of Watkins' store on the day of the sale. Early (5:30 a.m.) bargain hunters received free coffee and doughnuts, compliments of the station.

So impressed was the advertiser with the results that WINF will become a regular salesman for Watkins Bros.

Interviews bring crackdown

Interviews conducted by WWRL New York, reportedly resulted in a crackdown on employment agencies by New York's Bureau of Licenses.

Leon Lewis, station news director, interviewed four girls brought to New York City by employment agencies on promises of lodging, meal security and return transportation. None of the promises was kept by the agencies and the girls were offered positions at salaries below standard wage.

The interviews were turned over to the National Assn. for the Advancement of Colored People for presentation to the District Attorney's office. The girls' plight, broadcast on WWRL, resulted in phone calls to the station with offers of food and lodging and positions of employment at salaries normal for the metropolitan area.

Drumbeats...

Going to the dogs ▪ Every dog has its day, as the old saying goes, and last weekend canines in the WGMS Bethesda, Md., audience had theirs. The Washington area good music station, participating in its third annual Dog Days, played an hour of music dear to most any dog's heart—except low brow dogs. Such favorites as Chopin's "Dog Waltz," "Dogs" from John Alden Carpenter's "Adventures in a Perambulator," and Moussorgsky's "Song of the Flea" were among the featured presentations. "Hound Dog" headed the list of the low brow tunes not played.

Viewing guide ▪ CHBC-TV Kelowna, B. C., with seven satellite stations, is believed to be the only Canadian tv station which publishes a pocket-size viewing guide with a paid circulation every two weeks. *CHBC-TV Teleguide* has a paid circulation of over 7,000 plus newsstand sales throughout the Okanagan Valley in British Columbia. It publishes programs with dates and times, news of personalities on film and

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Agencymen select 'Miss Washington'

This particular business was a pleasure for these four New York agency men earlier this month who were on hand to help WWDC Washington select its 20th annual Miss Washington, Scarlett Jean Shinault. They are (l to r) Michael La Terre, Peerless Adv.; Raymond Fertakos, Kenyon & Eckhardt; Miss Washington; Richard Pickett, Foote, Cone & Belding, and Harold Simpson, William Esty Co.

live shows, and advertising by program sponsors. Newsstand price is 10 cents per copy, subscription price $1.50 per year.

Jones promotion ▪ WJW-TV Cleveland is urging viewers to keep up with the Joneses (Spike Jones) by sending out post cards alerting them to the *Spike Jones Show*, carried by the station on Monday nights. For those who want to keep up with the Joneses, Spike reports that there are approximately 2,000 in New York; 2,000 in Chicago; 1,000 in Detroit and 500 in Cleveland.

Scrambled eggs ▪ In an effort to promote the local poultry and egg industries, WCAU Philadelphia last week invited its listeners to a breakfast—5,200 scrambled eggs and garnishings. During the week WCAU devoted two minutes of every hour, 24 hours a day, to publicizing the benefits of eggs in the daily diet.

Swimathon ▪ WTMT Louisville got in the swim of promotion with of all things, a swimathon. The station promoted an attempt by Britt Sullivan to swim the 133.8 miles from Cincinnati to Louisville non stop (which she did). Some 5,000 listeners were on hand at various stages of the record 59 hours, 46 minute swim. WTMT newsman Dick Good broadcast beeper reports during the event.

Welcome to Cranbrook ▪ CKEK Cranbrook, B. C., distributes a welcome notice to all visiting motorists to the city, announcing special newscasts and programs on road conditions and special events in the Rocky Mountain area. The notice points out that the scenic mountainous terrain blocks radio signals from outside the area, and that CKEK will endeavor to take the place of the hometown station with hourly world-wide newscasts and special news and feature programs.

Lifting literacy ▪ The Alabama Federation of Women's Clubs has announced a drive to teach Alabama's 70,000 illiterate adults to read and write. Reading courses, using the Laubach teaching system, will be broadcast by the Alabama Educational Tv Assn., enabling residents of rural areas unable to attend classroom courses to benefit from the instruction.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Aug. 10 through Aug. 16. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbrevations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

EDWIN TORNBERG
& COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

New am stations

ACTIONS BY FCC

El Reno, Okla.—Charles L. Cain. Granted 1460 kc, 500 w D. P. O. address 208 W. Burton St., Sherman, Tex. Estimated construction cost $10,800, first year operating cost $24,000, revenue $36,000. **Charles Cain,** sole owner, also owns KFYN Bonham, Tex. Action Aug. 9.

Jefferson City, Tenn.—Jefferson County Bcstg. Co. Granted 1480 kc, 500 w D. P. O. address Box 3062 Greeneville, Tenn. Estimated construction cost $17,000, first year operating cost $36,000, revenue $45,000. Applicants are **Paul Metcalfe** (48%) majority owner WGRV Greeneville; **Clifford Spurlock** (22%) former owner WWXL Manchester, Ky.; **Kenneth Dearstone** and **Ray Smith** (14% each), both announcer-salesmen at WGRV. Action Aug. 11.

Denver City, Tex.—Yoakum County Bcstg. Co. Granted 1580 kc, 250 kw D. P. O. address c/o Claude Calvin MacAdams, 705 Park Lane, Brownfield, Tex. Estimated construction cost $11,660, first year operating cost $21,000, revenue $32,000. **Claude Calvin McAdams,** sole owner, is employe of KTFY Brownfield, Tex. Action Aug. 9.

ACTION BY BROADCAST BUREAU

Abilene, Tex.—Jack Hughes. Granted 1560

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.,
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

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PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.
DI. 7-1319
WASHINGTON, D. C.
P.O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. Ring & Associates
30 Years' Experience in Radio Engineering
1710 H St., N.W. Republic 7-2347
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

MAY & BATTISON
CONSULTING RADIO ENGINEERS
Suite 805
711 14th Street, N.W.
Washington 5, D. C.
REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
FLeetwood 7-8447
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & ROHRER
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER
AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
1610 Eye St., N. W.
Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
19 E. Quincy St. HIckory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN
Consulting Electronic Engineer
617 Albee Bldg. Executive 3-4616
1426 G St., N.W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Tel. JAckson 6-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 17, Texas
GLendale 2-3073

VIR N. JAMES
SPECIALTY
DIRECTIONAL ANTENNAS
232 S. Jasmine St. DExter 3-5562
Denver 22, Colorado
Member AFCCE

JOHN H. MULLANEY and ASSOCIATES, INC.
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666
Member AFCCE

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

BROADCASTING STATION CONSTRUCTION AM-FM
Complete broadcast installation ser.
BROADCASTING CONSTRUCTION SPECIALISTS
P. O. Box 944 — Bristol, Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

KEITH WILLIAMS and ASSOCIATES, ARCHITECTS
Consultants—Radio Station Design
110 North Cameron Street
Winchester, Virginia
MOhawk 2-2589
Planning Equipment layout
Renovation Acoustic Design

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Tech. Inst. Curricula
3224 16 St., N.W. Wash. 10, D.C.
Practical Broadcast, TV Electronics engineering home study and residence course. Write For Free Catalog. Specify course.

FREQUENCY MEASUREMENT
AM-FM-TV
WLAK Electronics Service, Inc
P. O. Box 1211, Lakeland, Florida
Mutual 2-3145 3-3819

L. J. N. du TREIL & ASSOCIATES
CONSULTING RADIO ENGINEERS
10412 Jefferson Highway
New Orleans 23, La.
Phone: 721-2661

SPOT YOUR FIRM'S NAME HERE
To Be Seen by 100,000* Readers—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

kc, 500 w D. P. O. address Box 5166, Abilene, Tex. Estimated construction cost $17,605, first year operating cost $36,000, revenue $40,000. Applicant is in auto and airplane sales and service. Action Aug. 14.

APPLICATION

Montgomery, Ala.—Fine Music Inc. 1500 kc; 1 kw D. P. O. address 600 Montgomery St., Montgomery. Estimated construction cost $21,281; first year operating cost $27,600; revenue $36,000. Principals: **Isaac E. Cohen, Ronald A. Martin, Dwight M. Cleveland** (each one-third). Mr. Cohen owns vending machine business; Messrs. Martin and Cleveland are employes of AT&T. Fine Music Inc. is licensee of WFMI(FM) Montgomery. Ann. Aug. 11.

Existing am stations

APPLICATIONS

Porter County Bcstg. Co., Valparaiso, Ind.—Amendment to application for new am station on 1500 kc with power of 250 w, daytime hours of operation and DA. to increase power to 1 kw. Ann. Aug. 10.

WHIL Medford, Mass.—Cp to change hours of operation from D to unl. using power of 5 kw, install DA-N change station location to Medford-Everett during daytime and Medford during nighttime hours of operation. (Request waiver of rules if necessary.) Ann. Aug. 14.

WDLC Port Jervis, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 14.

WJAC Johnstown, Pa.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Secs. 1.310, 3.188(d) 1.354 of rules.) Ann. Aug. 11.

KASL Newcastle, Wyo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Aug. 16.

New fm stations

APPLICATIONS

Minneapolis, Minn.—Midwest Radio-Tv Inc. 102.9 mc; 2.7 kw unl. Ant. height above average terrain 418 ft. P. O. address 50 South 9th St., Minneapolis 2. Estimated construction cost $23,405; first year operating cost $6,197; revenue $2,400. **Midwest Radio-Tv Inc.** is licensee of WCCO-AM-TV Minneapolis. Ann. Aug. 10.

Beatrice, Neb.—Mia Enterprises Inc. 92.9 mc; 100.1 kw unl. Ant. height above average terrain 317.5 ft. P. O. address Box 1450 Beatrice. Estimated construction cost $35,814; first year operating cost and revenue in addition to existing am operation. Sole stockholder is **Gordon C. Pence**. Mia Enterprises Inc. is licensee of KWBE Beatrice. Ann. Aug. 14.

Greenville, N. C.—WGTC Bcstg. Co. 107.5 mc; 32.5 kw. Ant. height above average terrain 337 ft. P. O. address c/o Radio Station WGTC, Greenville. Estimated construction cost $32,595; first year operating cost $2,000 above cost of am operation. **A. W. Lewin**, sole owner, owns WGTC Greenville. Ann. Aug. 11.

Xenia, Ohio—Greene County Radio. 96.9 mc; 36 kw. Ant. height above average terrain 232.3 ft. P. O. address Box 2368, Cook Road, Spring Valley, Ohio. Estimated construction cost $26,300; first year operating cost $24,000; revenue $25,000. Principals: **R. Roy Stoneburner** (40%); **Paul W. Stoneburner** (10%); **Vernon H. Baker** (50%). R. Roy Stoneburner has 40% interest in Xenia am application and owns 50% of farm; Paul Stoneburner is applicant for am station in Salem, Ohio, holds 10% interest in Xenia am application and is engineer for Reynolds Metals Co.; Mr. Baker is consulting engineer, owns 60% of WESR Tasley, Va., and 40% interest in Smithfield, Va., am application. Ann. Aug. 11.

***Harrisburg, Pa.—Market Square Presbyterian Church.** 94.9 mc; 1.67 kw unl. Ant. height above average terrain zero (to be mounted on church steeple). P. O. address c/o Charles Baddorf, 3511 Ridgeway Rd., Harrisburg. Estimated construction cost $16,166; planned yearly operating budget $10,000. Ann. Aug. 14.

Ownership changes

APPLICATIONS

WLET Toccoa, Ga.—Seeks assignment of license from **R. G. LeTourneau, Evelyn LeTourneau** and **Virgle E. Craig** (partnership) to **Virgle E. Craig** as sole owner; consideration $15,000 cash and $11,305 in accounts receivable. Mr. Craig is present 10% owner of WLET. Ann. Aug. 14.

KOEL Oelwein, Iowa—Seeks assignment of license from **Northeast Iowa Radio Corp.** to **Hawkeye Bcstg. Inc.**; consideration $364-000. **James Stuart,** sole stockholder of assignee, is officer and director of KFOR Lincoln, KODY North Platte, KRGI Grand Island, all Nebraska, KMNS Sioux City, Iowa, and KSAL Salina, Kan.; and has numerous financial interests. Ann. Aug. 10.

KANB Shreveport, La.—Seeks transfer of all outstanding shares of stock in **Kenwil Inc.** from **David Kent** (51.9%), **Lorain J. Kent** (10.4%), **Merle W. Krueger** (20.8%), **Brown E. Moore** (6.9%), **Herman Selber** (2.3%), **Arthur Mickle** (6.9%) and **James Austin** (.9%) to **Leon S. Walton** (56.67%); **Joseph J. Philippus** (22.56%) and **Frank F. Dusenbury** (20.77%); total consideration $18,052.50. Mr. Walton owns WNOO Chattanooga. Tenn.; KOPY Alice. 33% of KJET Beaumont, both Texas. and is owner of station representative firm; Mr. Philippus is employe of Brinks and of U. S. Post Office; Mr. Dusenbury is manager of KJET. Ann. Aug. 10.

WDTM Detroit, Mich.—Seeks sale of 700 unissued shares of stock in **WDTM Inc.** to **Merle H. Miller** and **Ophelia L. Miller** (each 350 shares) at $100 per share, paid directly to corporation, in consideration for $70,000 in loans to corporation. Mr. and Mrs. Miller presently own 25% each; upon approval of transaction they will own 48.78% each. Ann. Aug. 11.

WROC-FM Rochester, N. Y.—Seeks assignment of license from **Transcontinent Tv Corp.** to **Veterans Bcstg. Inc.** for $48,700. Assignee corporation is 100% stockholder in Marietta Bcstg. Inc. which is licensee of KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, both California; and 60% stockholder of WNEP-TV Scranton-Wilkes-Barre, Pa.; and is licensee of WGR-AM-FM-TV Buffalo, N. Y. Ann. Aug. 15.

WBNE-TV New Bern, N. C.—Seeks assignment of cp from **Nathan Frank** to **Piedmont Tv Corp.** of which Mr. Frank is sole stockholder; no financial consideration involved. Ann. Aug. 14.

KAGI Grants Pass, Ore.—Seeks assignment of license from **Southern Oregon Bcstg. Co.** to **KAGI Inc.**; consideration $33,000. Assignee stockholders are: **assignor company** (50%); **N. Paul Hoff** (33.33%), **J. Edwin Arnold** (16.66%). Mr. Hoff is director of KAGI; Mr. Arnold has been station manager of KAGI. Ann. Aug. 15.

WSTE-TV Fajardo, P. R.—Seeks assignment of cp from **Carmina Mendez** (d/b as Continental Bcstg. Corp.) to **WSTE-TV Inc.,** in return for 20% interest in assignee corporation. **James C. Leake,** owner of other 80%. has interests in KTUL-TV Tulsa, KWTV(TV) Oklahoma City, both Oklahoma, and KATV(TV) Little Rock, Ark. Ann. Aug. 10.

WICE Providence, R. I.—Seeks transfer of 37 shares (29.6%) of stock in **Akron Bcstg. Corp.,** controlling stockholder in **Providence Radio Inc.** (licensee corp.) from **Edwin Elliot Sr.,** present holder of 58%, to **Edwin Elliot Jr.,** present holder of 40.4%; consideration $2,400 per share. Ann. Aug. 14.

WYCE(FM) Warwick, R. I.—Seeks transfer of 37 shares (29.6%) of stock in **Akron Bcstg. Corp.,** controlling stockholder in **Providence Radio Inc.** (permittee corp.) from **Edwin Elliot Sr.,** present holder of 58%, to **Edwin Elliot Jr.,** present holder of 40.4%; consideration $2,400 per share. Ann. Aug. 14.

KDUB-AM-TV Lubbock; KEDY-TV Big Spring, both Texas—Seeks assignment of license from **Texas Telecasting Inc.** to **West Texas Tv Network Inc.**; consideration approximately $4,000,000. Assignee's principals include: **Sidney A. Grayson, Nat Levine** (each 20.5%), **Irving L. Gold, Murray Gold** (each 10.25%); **Theodore Shanbaum, Ellis Carp** (each 8.95%) and **Lee Optical Retirement Pension Plan Trust** (20.5%). Mr. Grayson owns 15% of KSYD-TV Wichita Falls, Tex.; Mr. Levine owns 22.37% of KSYD-TV; Irving L. and Murray Gold own 11.19% each of KSYD-TV; Dr. Carp owns 8.9% of KSYD-TV and 50% of optical firm. Ann. Aug. 10.

KCKG Sonora, Tex.—Seeks assignment of cp from **Albert Ward** (two-thirds) and **Rip Ward** (one-third), d/b as **Ward Bcstg. Co.** (partnership), to **Ward Bcstg. Co.** (corporation). No financial consideration involved; principals will retain same percentages of interest. Ann. Aug. 14.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that June 21 initial decision which looked toward granting application of Court House Bcstg. Co. to increase power of WCHI Chillicothe, Ohio, from 500 w to 1 kw, continued operation on 1350 kc, D, became effective Aug. 10 pursuant to Sec. 1.153 of rules. Action Aug. 15.

■ Commission gives notice that June 16 initial decision which looked toward granting applications of Southeastern Bcstg. System Inc. to increase daytime power of

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Aug. 17

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,566	49	115	844
FM	857	61	192	139
TV	486[1]	60	88	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Aug. 17

	VHF	UHF	TV
Commercial	466	79	545
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC July 31

	AM	FM	TV
Licensed (all on air)	3,556	841	487[1]
Cps on air (new stations)	53	55	57
Cps not on air (new stations)	155	201	99
Total authorized stations	3,766	1,097	654
Applications for new stations (not in hearing)	519	69	27
Applications for new stations (in hearing)	174	28	47
Total applications for new stations	693	97	74
Applications for major changes (not in hearing)	496	49	40
Applications for major changes (in hearing)	148	6	13
Total applications for major changes	644	55	53
Licenses deleted	2	0	0
Cps deleted	0	4	0

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[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

WMJM Cordelle, Ga., from 250 w to 1 kw, and Radio Station WSNT Inc., to increase daytime power of WSNT Sandersville, Ga., from 250 w to 500 w, each continued operation on 1490 kc, 250 w-N; interference condition, became effective Aug. 7 pursuant to Sec. 1.153 of rules. Action Aug. 11.

■ Commission gives notice that June 19 initial decision which looked toward granting application of Jefferson County Bcstg. Co. for new am station to operate on 1480 kc, 500 w, D, in Jefferson City, Tenn., became effective Aug. 8 pursuant to Sec. 1.153 of rules. Action Aug. 11.

INITIAL DECISIONS

■ Hearing examiner Asher H. Ende issued initial decision looking toward granting application of Shenandoah Life Stations Inc., to increase power of WSLS-FM Roanoke, Va., from 21 kw to 202 kw and ant. height from 1,890 ft. to 1,892 ft., continued operation on 99.1 mc; engineering condition. Action Aug. 14.

■ Hearing examiner Jay A. Kyle issued initial decision looking toward denying application of Jackson Bcstg. & Tv Corp. to increase daytime power of WKHM Jackson, Mich., from 1 kw to 5 kw and install new trans., continued operation on 970 kc, 1 kw-N, using present daytime DA system. Action Aug. 11.

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Independent Bcstg. Corp., for new am station to operate on 1440 kc, 5 kw, D, in Spokane, Wash.; engineering condition. Action Aug. 10.

Routine roundup

■ By order commission amended Secs. 1.359 and 1.362 of rules requiring local notice of filing and designation for hearing of broadcast applications to (1) set cut-off dates for members of public who write to call to attention of commission facts pertaining to renewal application or facts concerning which they would like to present evidence at renewal hearing—dates to be 30 days after renewal application was tendered for filing and 30 days after date of release of commission's order specifying time and place of commencement of renewal hearing; (2) change word "filing" in rules to phrase "tendered for filing"; and (3) make other minor language changes. Amendments are effective Aug. 21. Action Aug. 14.

■ By order, commission rescheduled oral argument in tv option time proceeding from Oct. 27 to Nov. 3. Action Aug. 8.

ACTIONS ON MOTIONS

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau and extended from Aug. 14 to Aug. 28 time for filing proposed findings and conclusions in matter of mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10) Bakersfield, Calif. Action Aug. 11.

■ Dismissed as moot petition by Broadcast Bureau for extension of time to file statement in lieu of proposed findings and conclusions in proceeding on applications of Herbert Muschel, Independent Bcstg. Co., and New Bcstg. Inc., for new fm stations in New York, N. Y. Action Aug. 10.

■ On own motion, extended from Aug. 15 to Aug. 31 time for filing proposed findings and conclusions in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of am stations KCKY Coolidge, Ariz., et al. Action Aug. 10.

By Hearing Examiner Asher H. Ende

■ Denied petition by Independent Indianapolis Bcstg. Corp. to enlarge issues by adding issue to determine whether funds available to Hoosier Bcstg. Corp. will give reasonable assurance that proposals set forth in application will be effectuated; and denied petitions by WIFE Corp. and Hoosier Bcstg. Corp. to enlarge issues by adding issue to determine whether funds available to Sands Bcstg. Corp. and Independent Indianapolis Bcstg. Corp. will give reasonable assurance that proposals set forth in their respective applications will be effectuated in proceeding on their applications for new am stations in Indianapolis, Ind. Action Aug. 10.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and extended from Aug. 9 to Aug. 14 time to file proposed findings of fact in proceeding on am application of Tv Corp. of Michigan Inc., Jackson, Mich.; on own motion, extended from Aug. 21 to Aug. 28 time to file reply findings of fact and conclusions. Action Aug. 10.

■ Granted petition by Broadcast Bureau and extended from Aug. 9 to Aug. 14 time to file proposed findings of fact and conclusions in proceeding on am application of Voice of Three Rivers, Three Rivers, Mich.; on own motion, extended from Aug. 21 to Aug. 28 time to file reply findings of fact and conclusions. Action Aug. 10.

■ Granted petition by Broadcast Bureau and extended from Aug. 9 to Aug. 14 time to file proposed findings of fact and conclusions in proceeding on am application of Community Service Bcstrs. Inc., Ypsilanti, Mich.; on own motion, extended from Aug. 21 to Aug. 28 time to file reply findings of fact and conclusions. Action Aug. 10.

By Hearing Examiner Forest L. McClenning

■ Denied petition by Beacon Bcstg. System Inc., for leave to amend its application for new am station in Grafton-Cedarburg, Wis., and dismissed petition to reopen record in proceeding on its application and that of Suburban Bcstg. Inc., Jackson, Wis.; on own motion, reopened record to note death of L. J. Foran, that by right of survivorship Genevieve L. Foran has succeeded to sole ownership of stock interest in Beacon, formerly held jointly with L. J. Foran, and closed record; and on own motion, extended from Aug. 8 to Aug. 25 date for filing proposed findings of fact and conclusions of law on issues (9) and (10) and scheduled Sept. 5 for filing reply findings in proceeding. Action Aug. 10.

By Hearing Examiner Herbert Sharfman

■ Granted motion by North Suburban Radio Inc., and corrected as requested with two exceptions, transcript in proceeding on its application for new am station in Highland Park, Ill., which is consolidated for hearing. Action Aug. 14.

■ Upon request by Broadcast Bureau and without objection by other parties, extended from Aug. 11 to Aug. 16 and from Aug. 21 to Aug. 26 time for filing initial proposed findings of fact and conclusions and for filing replies in proceeding on am applications of The James R. and Barbara J. Roberts Co., Indianola, Iowa and Goldenrod Bcstrs. Inc. (KBON) Omaha, Neb. Action Aug. 11.

■ Pursuant to request by Rockford Bcstrs. Inc. (WROK) Rockford, Ill., and Quincy Bcstg. Co. (WGEM) Quincy, Ill., and without objection by other parties, continued certain procedural dates in proceeding on their am applications et al.; hearing continued from Sept. 5 to Sept. 13. Action Aug. 9.

BROADCAST ACTIONS by Broadcast Bureau

Actions of August 15

■ Granted licenses for following fm stations: WITA-FM San Juan, P. R.; WAIV Indianapolis, Ind.; WFLO-FM Farmville, Va.

***WCSQ(FM) Central Square, N. Y.**—Granted license for noncommercial educational fm station.

WDET-FM Detroit, Mich.—Granted license covering installation of new type trans. and to make change in transmitting equipment.

WPFM(FM) Providence, R. I.—Granted license covering increase in ERP, decrease in ant. height, and change of ant. and trans.

WXEN-FM Cleveland, Ohio—Granted license covering change in ERP, ant. height, ant.-trans. location and operation by remote control.

WOC-FM Davenport, Iowa—Granted license covering changes in ERP, ant. height, trans. site, new ant., ant. changes and operation by remote control.

KELD El Dorado, Ark.—Granted mod. of cp to change type trans.

WGMS Bethesda, Md.—Waived Sec. 3.30 (a) of rules and granted authority through Oct. 31 to originate all WGMS programming from auxiliary studios in Harrington Hotel, Washington, D. C., to facilitate completion improvements to main studios in Bethesda. WGMS to continue to identify itself as Bethesda station.

KFIF Tucson, Ariz.—Granted extension of completion date to Sept. 20.

Actions of August 14

KOTO(FM) Seattle, Wash.—Granted extension of completion date to Nov. 14.

KBEE-FM Modesto, Calif.—Granted license covering installation of new ant. and decrease in ERP.

WKBW-AM-FM-TV Buffalo, N. Y.—Granted assignment of licenses to Capital Cities Bcstg. Corp.

WGGC(FM) Glasgow, Ky.—Granted license for fm station.

WGH-FM Newport News, Va.—Granted license covering increase in ERP and ant. height, change ant.-trans. location, installation of new ant. and trans. and operate by remote control.

WGBI-FM Scranton, Pa.—Granted license covering increase in ERP, decrease in ant. height, and engineering changes.

KBOM Bismarck-Mandan, N. D.—Granted mod. of license to change name to Mandan Radio Assoc. Inc.; without prejudice to such further action as commission may deem warranted in light of revocation proceedings.

WPIK Alexandria, Va.—Granted cp to install new trans.

WAFS Amsterdam, N. Y.—Granted mod. of cp to change type trans.

Actions of Aug. 11

KNOK Fort Worth, Tex.—Granted involuntary transfer of control from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

WKDA Nashville, Tenn.—Granted involuntary transfer of control from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

KHOW Denver, Colo.—Granted involuntary transfer of control of Resort Airlines Inc., parent corporation of licensee corporation, from Townsend Corp. of America to Gay Land, David Schenker and Robert N. Wilentz, board of directors.

WMBO Auburn, N. Y.—Granted involuntary transfer of control of Auburn Publishing Co., parent corporation of licensee corporation, from Charles D. Osborne to Edith Wendell Osborne, Marine Midland Trust Co. of Central New York and Agnes Osborne Griswold, executors of estate of Charles D. Osborne, deceased.

WMBO-FM Auburn, N. Y.—Granted involuntary transfer of control from Charles D. Osborne to Edith Wendell Osborne, Marine Midland Trust Co. of Central New York and Agnes Osborne Griswold, executors of estate of Charles D. Osborne, deceased.

KPMC Bakersfield, Calif.—Granted involuntary transfer of control from Florence

Continued on page 135

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RADIO

Help Wanted—Management

General manager for new southern radio station in growing small town market; excellent opportunity for young man with experience in sales, production, news. Profit sharing. Write fully Box 566G, BROADCASTING.

General manager with local, regional and national sales ability. Absolute know-how, experience necessary. Take complete charge of operation. Guaranteed salary in five figures. Station in urban area of top 25 markets, expecting power increase this year making it equally competitive with all others in market. Send complete resume to Box 577G, BROADCASTING.

Manager strong on sales for new major market northeastern station. Unusual opportunity to grow with new group owned station. Box 591G, BROADCASTING.

Southern group—top-rated metro stations —expanding—seeking two potential managers as salesman—30-40, married. Guarantee—moving—rapid advancement for creative producer—area applicants preferred. Send photo—resume. Box 629G, BROADCASTING.

Experienced Mgr. or sales mgr., regional northeast. Small market must be strong on sales. Box 684G, BROADCASTING.

General Manager for radio and television stations in medium sized midwest market. Sales background essential. Both radio and television stations are number one. Excellent opportunity for right person. Box 685G, BROADCASTING.

Sales

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Only station in mid-west city of 20,000 needs clean cut salesman to complete sales staff of three. Box 572G, BROADCASTING.

Live in beautiful south Florida and earn top income. Number one radio station accepting applications for experienced and aggressive salesmen. Must have three years sales experience in radio or television. Send resume and photo. Box 670G, BROADCASTING.

Detroit—Good money and top future for salesman who is looking upward. Multiple chain. Box 756E, BROADCASTING.

High rated Boston station offers conscientious salesman $200 weekly. Agencies and direct list. End of first year you should be making $300 weekly or we sever connections. Box 646G, BROADCASTING.

5000 watt New York State station seeks experienced salesman with ideas. Liberal commission, on air accounts to start and bright future for right man. Send resume to Box 694G, BROADCASTING.

Top notch salesman wanted for Chicago radio station. Excellent potential to earn big money. Salary and commission. Apply only if you have the drive necessary to earn top dollar. Box 732G, BROADCASTING.

California—Top salesman wanted, handle agency and large retail. Salary and commission. By outstanding Negro station in prosperous San Francisco Bay Area negro market. Conway, KDIA, Oakland, California. References, full background.

Alaska, salesman for radio/tv and Muzak wanted, small market, salary and commission, write KINY, 231 S. Franklin St., Juneau, Alaska.

Help Wanted—(Cont'd)

Sales

Salesman preferably with announcing background for small market. Limited experience accepted. Contact Bill Bigley, KVMA, Magnolia, Arkansas.

Hi-flying go-getters needed by w-HI-h. Tightest, most talked about production in Tidewater. Chance to join hi-flying Elliot chain if you have a desire to make money and advance to responsible executive position. Send complete resume and late snap shot to Earl Harper w-HI-h, 731 Boush St., Norfolk, Va.

In Michigan's leading market for business activity, daytime net affiliate adding salesman, 25-35, with at least 2 years experience. Salary plus commission. Michigan-Indiana men preferred. Personal interview required. Contact General Manager, Mr. Butler, WKLZ, Kalamazoo.

Staff additions. Pennsylvania group operation is planning staff enlargement and additions at two locations. Interested announcers and sales personnel contact Steve Fishbein, Program Director, WMAJ, State College, Pennsylvania.

Following help needed for small station. Mgr. salesman Engr. Manager, engr. salesman, announcer first class ticket, apply—Collins Corp., Vidalia, Ga.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street. Minneapolis 2, Minn.

Good salary, plus commission on every dollar, insurance benefits, business expense reimbursement, other benefits for experienced, energetic advertising salesman with future in mind. Organization owns several radio stations and builds several stations as consultants annually. Openings, Denver and other intermountain cities immediately. Promotion to sales manager and manager based on proved success with us. Send complete resume to North America Broadcasting Company, 366 South Fifth East, Salt Lake City, Utah.

Announcers

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume. Box 962F, BROADCASTING.

Southern California dignified daytimer. All-around man with stability. Prefer family man. Our man needs all-around ability in copy writing, production and a professional, mature voice. First class ticket helpful. Submit resume and tape. Box 691G, BROADCASTING.

Announcer with first class ticket needed by Mountain States area station. Maintenance required on 1,000 watt operation. Must be able to announce for adult programming. $400.00 salary range. Send tape and background. Box 692G, BROADCASTING.

Announcer-engineer, experienced in both departments. Indiana medium market. Box 696G, BROADCASTING.

Experienced morning man with production skill and ideas. Medium market, Lower Lakes. Box 697G, BROADCASTING.

Pennsylvania fulltimer needs an announcer with at least two years experience. Must be good board man. Start $85 a week with regular raises. Interview necessary. Send tape and resume to Box 644G, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First phone personality for Ohio station on Lake Erie. Work either morning or afternoon. Rush photo, resume and tapes which will be returned. Box 652G, BROADCASTING.

Wanted by Ohio 1000 watt AM station. One announcer or one first class engineer-announcer. One full time salesman. Box 653G, BROADCASTING.

South Florida top rated station looking for experienced aggressive personality dj, for adult audience. Good news and production necessary. Rush tape, resume and photo. Box 671G, BROADCASTING.

First phone. Some experience desired. But beginners considered. Rush tape and resume. Box 713G, BROADCASTING.

Want to finish college? . . . part-time announcer wanted for top independent in state college town of 13,000. Good pay enables right man to complete college studies. Minimum 1 year experience necessary. Send tape, resume, picture to Bob Templeton, Program Director, KAYS, Hays, Kansas.

Expanding Staff: Need experienced announcer—salesman—good salary plus commission. KGRL. Bend, Oregon.

Need bright, intelligent air personality. Adult music format. Immediate addition to present staff. Rush photo and resume with tape to Radio KING, 320 Aurora Ave., Seattle, Washington.

You may never have breathed the pure, dry air of El Paso in your life. But, from the first word you utter through a KIZZ microphone, you will be the most talked-about personality ever to appear on the radio in West Texas. You will not have to spend half a lifetime building a name for yourself, because we have already built a name for you. We have been giving you an advance build-up for months, and you will step right in and capture the audience that is waiting for you. If all this sounds intriguing to you, if you have imagination, initiative and the ability to operate a fast board for a major-market CBS affiliate, if you have an unusual delivery, if you can listen to management's orders and use your own head at the same time, send us a tape and intrigue us as we have intrigued you. Do the tape as you do a commercial for yourself. Sell yourself to us. If you are a tramp, an alcholic or a drifter, do not bother to reply. We are looking for a solid man whom we can depend on. If you have engineering or sales inclinations, so much the better, but these qualifications are not essential. If your tape impresses us, we will send you an offer based on the selling job you have done on us, and you will be prepared to join us within 30 days. Address your tape and/or letter to Me and Norman, P. O. Box 5365, El Paso, Texas.

Wanted. Sportscaster-salesman, heavy sports schedule. Contact Mr. Daniel Talen, Mgr. 143 Mountain View Drive, KRSD am-tv, Rapid City, S. D.

Experienced radio announcer. Knowledge of classical music helpful but not necessary, wonderful climate, good schools, clean community. If you are now in Arizona, New Mexico, Colorado or Utah send complete details to KRSN, Los Almos, New Mexico.

Immediate opening for experienced announcer desiring extra income through sales. KTFI, Twin Falls, Idaho.

Wanted . . . first phone announcer. Excellent community. KTTN. Trenton, Mo.

Help Wanted—(Cont'd)

Announcers

Morning man, minimum 2 years experience — permanent — advancements. No screamers. Jim Butts. WBHC, Hampton, S. C.

Combo, first class ticket essential. "Smooth-sound" station, no rock and roll screamers, please. Salary good, based on applicants ability and knowledge in both announcing and engineering. Opening September 1st. WCNL, Newport, New Hampshire.

Experienced dj for CBS, top rated good music station with television affiliate. Air mail audition tape with DJ show, commercial production spots, news and complete background, picture, salary requirements and any television experience or desires. Carl Hollberg, WDBO, Orlando, Florida.

Experienced staff announcer for 40 hour 5 day shift in Northwestern Pennsylvania adult music format station. Send tape and salary requirements to William M. Winn, Program Director, WESB, Bradford, Pa.

Five thousand watt daytimer wants "good" news and commercial announcer start at $100 a week. No dj's need apply. Personal interview will be required before hiring. Apply H. N. Thayer, WGHQ, Box 427, Kingston, N. Y.

Versatile announcer. Must be good on news, some knowledge of sports. Quality station with varied schedule, but no r&r. September 1st. opening. Interview desirable. WLAG, Lagrange, Georgia.

"I want a morning man who is 'only great'. PD position if able. Qualifications: Must be literate (know how to read); have voice; and 1st ticket—no maintenance. Rush tapes, photo and resume to WQSR, 1020 Hiawatha Blvd. West, Syracuse 3, N. Y.

Good announcer with first phone, capable of routine maintenance ideal working conditions with adult station in southeast Florida. Resort area. $450 monthly plus free waterfront home. WSTU, Stuart, Florida. Les Combs.

Virginia Quality Music, news station immediate opening for announcer with quality voice, music knowledge. Send air-check resume to Box 1294, Charlottesville, Virginia.

Rand Broadcasting Company — WINZ, Miami. WINQ. Tampa, WEAT. WEAT-TV, West Palm Beach, Florida. Looking for the best—music men and newsmen. Send tape, picture and background to Dick Doty, Vice President, Rand Broadcasting Co., Biscayne Terrace Hotel, Miami, Florida.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment 83 South 7th Street. Minneapolis 2, Minn.

Technical

Immediate opening for combination engineer-announcer on Kentucky station. Must be fair announcer and able to handle routine maintenance. Permanent, fulltime position. Also will need announcer by Sept. 15. Send tape, resume, references, phone number, salary requirements. Box 587G, BROADCASTING.

Chief engineer. Capable maintaining am-fm operation. N. Y. metropolitan area. Box 610G, BROADCASTING.

First phone strong on announcing, with chief engineer job in sight, 1000 watt Northwestern Rocky Mountain area. Send tape, resume and snapshot to Box 682G, BROADCASTING.

Wanted, chief engineer, strong announcing, news. Tape, resume. Box 689G, BROADCASTING.

The big one-chief engineer for major facility in top midwest market. $10,000 and opportunity to become director of engineering for group. Man we want has outstanding technical and administrative ability, is ambitious, is on the way up. Send complete resume, references, photo, etc. Box 702G, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Tired of the rat race? Need combo man first class ticket that likes to fish on time off. Relaxed radio station. KFDR Grand Coulee, Wn. Immediately.

Poughkeepsie, New York 5000 watt WEOK, needs first phone combo men—basic technical slot—limited air work—excellent chain opportunity. Fred Brill, WEOK, Grover 11500.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th Street, Minneapolis 2, Minn.

Production—Programming, Others

Farm service director for leading midwest farm radio station. Will head three-man department and be responsible for all farm programming: Experienced farm radio man desired but will consider anyone from allied fields. Pleasant working conditions, insurance and pension benefits. Area provides many recreational opportunities. Salary open. Send audition tape, picture, personal resume and expected salary with application. Replies held in strict confidence. Box 656G, BROADCASTING.

Wanted immediately, newsman with strong air delivery. Willing to work at covering local news. We have mobile unit, two-way communications and good news connections. Also interested in competent staff man with know how of easy listening format. Send tapes and background first letter. Network affiliate in good Minnesota market. Box 712G, BROADCASTING.

Experienced radio copy man. Must be able to take over copy department and have ability to write with ideas. Will be expected to service select accounts. Box 727G, BROADCASTING.

Medium midwest station needs news director for combined radio and television. Excellent opportunity for man to conduct editorial and documentary policy of stations. Box 731G, BROADCASTING.

Organist wanted. Man or woman, theater experience preferred, to play Wurlitzer unified, 32-stop theater organ on television and radio. Must be able to read, sight-read, transpose, chord-out and play background, accompaniment and solo work. Salary open. Write Kenn Barry, KSTP, Inc., 3415 University Ave., Minneapolis, Minn.

Chief copy writer and traffic job open immediately at WLBK, DeKalb, Ill. Please include complete background, references and salary required. Write George C. Biggar, President Manager.

RADIO

Situations Wanted—Management

Top management team. Twenty years combined experience all phases. Manager that likes to get out and sell, plus program director that knows traffic, continuity, likes air work. Two man gang that wants to gang up on your problem operation salary plus percentage. Presently employed, all offers considered. Box 683G, BROADCASTING.

Manager, Sales manager. Employed. Seeks greater opportunity in medium large to large market. Adept, young, sincere. Married, reliable. Radio television background. Box 688G, BROADCASTING.

General manager available immediately-stock ownership change. Eleven years all around experience. Family man, honest, stable, 9 years present market. Desire interest, will invest. Confidential. Box 690G, BROADCASTING.

Attention all good music stations. A teetotaler. 20 yrs exp. Available October. Presently employed, no hurry. Box 695G, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Currently president, general manager and sales manager. Radio station being sold. Must relocate. Young 49. Vast capabilities. 28 years radio experience. Reliable, aggressive, civic-minded. Prefer city 50,000 and up. Box 726G, BROADCASTING.

Make calls, make sales, salesman desires manager experience toward goal, station ownership. Sacrifice for opportunity. Will be selling manager, not armchair. Likeable, have great program idea. Prefer west. Ivan, 3106 Kingston Ave., Napa, Calif., Baldwin 4-0954.

Sales

Salesman. Personable, good appearance, diligent, mid-30s. Will locate. Box 669G, BROADCASTING.

Reorganization, medium and major market experience. Hard worker, sober, married. Box 699G, BROADCASTING.

Salesman—sports director (Strong play-by-play, 14 years experience). Wishes to relocate in major market or major college town. Family, employed. Box 703G, BROADCASTING.

Station manager 16 years. Strong on local and national sales. First class license. Excellent references. Box 705G, BROADCASTING.

Sales rep. Radio, tv, films. Five years in broadcasting. Good record. Prefer New England. Box 717G, BROADCASTING.

Announcers

Announcer-disc jockey-newscaster, experienced, tight board, bright sound, informative, married. Box 475G, BROADCASTING.

Serious music stations: 7 years experience music pd-announcer strong on languages. News forte. Locate east coast. Tired vacuous west. Box 544G, BROADCASTING.

Versatile announcer seeks beginning—emphasis on sportscasting; play-by-play. Authoritative, network style delivery. Sports and music experience, college degree plus announcing training. 27, mature, intelligent, good appearance, excellent references. Box 606G, BROADCASTING.

Football, basketball, baseball play-by-play broadcaster, accurate, colorful; creative studio radio-tv shows; 12 years experience, employed, family man. Box 613G, BROADCASTING.

Experienced, married—would like to settle down—dj, good ad-lib, run board, cut any show—excellent references. Box 639G, BROADCASTING.

Help Sept. 1 will graduate from radio school, college, can run tight board, very creative announcer, interested in public service, documentaries, etc., would like New England area. Box 651G, BROADCASTING.

Negro announcer—d.j. married — college bright happy sound—double as newscaster, fast broad—seeks permanent position. Box 661G, BROADCASTING.

Announcer-d.j., 1 year, experience (28 yrs.) Vet single, would like all night show. Prefer near college. Box 662G, BROADCASTING.

Ambitious, young, hard working personality, bright, tight, creative and persuasive. Box 663G, BROADCASTING.

Where is a popular music or top forty station who wants personality d.j. who is energetic, Original, creative, steady and loyal. Box 665G, BROADCASTING.

Swinging negro d.j.—announcer wishes to relocate in real competitive market. Experience? plenty. Box 666G, BROADCASTING.

"Early morning 1st phoner"—fourteen years experience, twelve in present station as combo, pd and sales. "Efficiency expert" moving in—I gotta go. Prefer Midwest. Box 672G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced radio and tv announcer with excellent knowledge of baseball desires to move into play-by-play. Box 674G, BROADCASTING.

Old timmer looking for a home. 39 . . . married . . . 20 years in the business. All phases. Local news gathering, morning disk . . . strong commercial ability . . . production . . . etc. Salary starting at $500 per. Desire home in the west . . . write, 678G, BROADCASTING, for Air-Check.

Always no. 1—radio personality—24 years experience. Family man. Seeking new opportunity. Box 680G, BROADCASTING.

Mature radio-tv veteran seeks permanency as announcer-pd-copywriter, and/or sales. Box 681G, BROADCASTING.

Presently, production director, 50 kw, seeking staff announcer/d.j. spot in smaller market. 12 years major market experience. Desire Colorado or Northwest, will consider all Married. Tape, full details. Box 693G, BROADCASTING.

Hilarious! Funniest ever! . . . And they're just the reviews on my suit. First phone radio comic wants to entertain in "Bob and Ray"—"Freberg" style proving radio can still entertain. 29, pd, experience, 3 children. Fresh ideas for production commercials. Any organization with a sense of humor left? Box 709G, BROADCASTING.

Sports director, play by play football, basketball, baseball. Finest references. Box 710G, BROADCASTING.

Newsman/staffer—can write news and copy; produce spots. Five years experience. Box 716G, BROADCASTING.

Top rated personality in one of America's top 30 radio markets . . . dependable, young and conscientious . . . college man with honorary, excellent references, proven record of success. Content but could move if right offer is made. Box 718G, BROADCASTING.

Does NYC area station need experienced dj. Good voice. Knowledge of music or newsman to gather, write broadcast. Please contact. Box 719G, BROADCASTING.

Announcer, newscaster, dj. Married. Experienced. Tight board, crisp news. Box 720G, BROADCASTING.

DJ, newscaster, control operator. Married. Age 28. References, will travel. Prefer top 40. Box 721G. BROADCASTING.

Radio announcer/dj, experienced, tight board for top 40 or middle of road. Wants to settle in west. Available mid Sept. Dependable. Box 722G, BROADCASTING.

Attention Texas! Have job, must travel. Experienced dj/announcer. Not a drifter but seeks opportunity to advance. Own board, copy, sales. Box 723G, BROADCASTING.

Experienced disc jockey, news, 33 years old, college grad, vet, seek northwest market, preferably N. J., Pa., Conn. Resume and tape on request. Box 724G, BROADCASTING.

D. C. network air personality desires to relocate. 2 years college, graduate of professional school. Box 728G, BROADCASTING.

DJ in nation's tenth market wishes to relocate in station with sensible sound. Box 729G, BROADCASTING.

DJ, seven years experience, knows music. Prefer northeast, family. Box 733G, BROADCASTING.

Announcer-Engineer, first phone, experienced, references, veteran. Call 1402, 208 Poplar St., Corbin, Ky.

Stable young family man, desires permanent position in progressive outlet, in Michigan or Ohio. Experienced in top 40, and country and western. Available immediately, tape and references on request. Phone Col. 3-9696 or write Bob Butler, 427 S. Madison St., Adrian, Michigan.

Situations Wanted—(Cont'd)

Announcers

Staff announcer, 2 years. Single, thirty, car. California preferred. Bob Cohen, 156 Third St., San Francisco, California, GA 1-9355.

Excellent news, dj, sales. Eight years, age 37, very deep voice. $75 week. South only. Woody Hosey, Box 181, Sandersville, Miss., Phone 428-0958.

Negro news announcer and D.J. Expertly trained. College and Army experience. Robert McKinney, 4294 Larchmont, Detroit 4, Michigan.

Air salesman, mature, experienced, hard working professional. Newscaster, programming. Employer references. Pleasant, relaxed, adult sound. Adult pay. Family. Glenn Walker, 511 Woodland, Crookston, Minnesota.

Technical

Engineer—experienced first class—write Box 552G, BROADCASTING.

Experienced disc jockey. Bachelor, age 37, has car. Prefers mid-day shift. First class licensed. $110 week. Good references. Knows music. Box 621G, BROADCASTING.

Free—$45,000 worth of 16mm cameras, lab & sound equipment, when under supervision of competent film & visual director. Over 20 years independent supplier of visual & film service to industry, govt. education & tv. Writer desires to head and operate visual service for responsible organization. Box 624G, BROADCASTING.

1st. phone wants good permanent job. Twelve years experience all phases AM-FM studio and transmitter maintenance. Engineering only—no anouncing please. Box 655G, BROADCASTING.

Experienced 1st. class phone seeks permanent position at radio station, no announcing. Box 668G, BROADCASTING.

Wanted: C. E. position with or without announcing. Can wait for two or three months. Family man that prefers Minnesota. Resume write Box 686G, BROADCASTING.

Chief Engineer or Supervisor. FM, TV & AM Directional experienced. East Coast preferred. No announcing. Box 687G, BROADCASTING.

First phone. Married. Reliable. Sober. 28. Military obligation completed. Permanent position. 115 mile radius of Washington, D. C. Box 730G, BROADCASTING.

Production—Programming, Others

News director, Newsman, nine years radio-tv, presently news director #1 station, million market. Write, report, air. Ball of fire in newsroom or on beat, plus top quality delivery. Box 556G, BROADCASTING.

Gal radio-tv writer: Top radio writing-production experience, promotion, public relations, programming, key account servicing. Phone: Evenings JE 5-4199, St. Louis. Box 594G, BROADCASTING.

Newsman's newsman; one of few. 10 years radio-tv, college, married, pro-delivery, gather, re-write. Northeast. Box 597G, BROADCASTING.

Good Music program director—10 years with three of the nation's leading FM stations as operations and program director. Network quality announcer. B.S. in radio-tv from Northwestern University. Tape and resume on request. Box 659G, BROADCASTING.

Girl with traffic and office experience desires to relocate in east. References. Box 677G, BROADCASTING.

Experienced broadcast school trained copywriter, must locate between Alaska and Alabama soon. Know fundamentals of announcing, newswriting, servicing good copy. Best references. All radio, agency and tv replies answered. Small town preferred. Box 698G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Experienced. Copywriting, traffic, children's shows. Want opportunity in commercial radio. Prefer South. References. Sara Tozer, 10006 Grandville, Detroit, Michigan.

Quality copywriter and/or announcer. Agency and station experience. References. Copy and/or tape available. Box 701G, BROADCASTING.

Professional announcer — newscaster — programming, production, eleven years major market. Degree, first ticket. Family. $135. Box 704G, BROADCASTING.

Record librarian desires position with NYC station. Thoroughly experienced in all phases of recording industry and the classification and catagorizing of records. Box 714G, BROADCASTING.

Promotion-publicity-advertising director. Now with top concern you've heard of. Would like to join station in medium size market. One of the most creative and best informed promoters in tv, sparked many productive national campaigns, contacts with key national press, understanding of all facets of tv based on 12 years experience. Salary secondary to finding right station in right community. Box 715G, BROADCASTING.

TELEVISION

Help Wanted—Sales

Alaska, salesman for tv/radio and Muzak wanted, small market, salary and commission, write KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Announcers

Good on news and on camera commercials. Small market. Send tape, picture and resume to Jack Walkmeyer, General Manager, KWHT-TV, Goodland, Kansas.

Have opening for male MC of daily tv interview program. If interested, call for audition. Jerry Barnes. STate 5-1201. Springfield, Massachusetts.

Technical

Wanted—Experienced transmitter supervisor for New England tv station. RCA equipment, mountain top location. Box 511G, BROADCASTING.

Midwest vhf station, needs experienced studio and transmitter man. Must have first phone license. Please include draft status in résumé. Box 667G, BROADCASTING.

Technical supervisor. Experienced in all phases of operation and maintenance. Scale to $9500. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

Winter replacement with maximum power vhf in growing warm winter recreation and agricultural area. Tv studio transmitter maintenance operating experience desired but serious consideration given technically qualified experienced radioman earnestly wanting tv opportunity. Permanent opening September 1 or sooner. Call collect State 6-8311 or write Leavenworth Wheeler, Chief Engineer, KIVA, Yuma, Arizona.

Vacancy for television engineer. Experienced desirable but not absolutely necessary if you have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico.

First phone. Must know G.E. TT25A UHF Transmitter and G.E. Studio equipment. Some maintenance. Submit complete resume and three each technical and personal references. To $6,000 annually. Gordon Knaier, C E., WNED-TV, Hotel Lafayette, Buffalo 3, N. Y.

Help Wanted—(Cont'd)

Technical

Studio technician. Experienced. Scale to $8850. Send references and resume to Chief Engineer, WTTW, 1761 E. Museum Drive, Chicago 37.

TV engineers—our new expansion presents opportunities for highly qualified and experienced tv tech. permanent and per-dian position available. Please contact videotape center. Box 679G, BROADCASTING.

Production—Programming, Others

Newsman - photographer experienced in gathering and writing news. Box 509G, BROADCASTING.

Opportunity for alert newsman who can gather, write and voice news. Box 510G, BROADCASTING.

TELEVISION

Situations Wanted—Management

Over 11 years major media sales. Last 5 plus top billing salesman eastern VHF. Experienced all phases of sales—local-regional national. Desire sales management opportunity with eventual chance to move higher. Box 578G, BROADCASTING.

Station manager, television: now in key management spot with highly successful and respected network station in major market; seeks to move up. Strong on sales but also knows how to build community service and prestige image. A real professional with background you need for excellent profitable operation on sound business basis. Twenty years in communication arts; 15 in broadcasting; 13 in television. Box 654G, BROADCASTING.

Television program manager available. Thirteen years experience, programming, film buying, production, videotape, sales, and public affairs. Age 36, married, degrees, excellent references. Prefer challenging opportunity with aggressive vhf. Box 664G, BROADCASTING.

General manager—experienced, capable, dependable, write Box 706G, BROADCASTING.

Sales

Now top billing salesman medium size vhf staff, desire to become same in larger market. Heavy communications background, all sales. Experienced all levels of presentations. Box 579G, BROADCASTING.

Experienced television and radio salesman, educated, aggressive, veteran, family man. Box 700G, BROADCASTING.

Salesmanager—Results not words or promises—not looking for just a job—looking for a challenge and advancement. Write Box 707G; BROADCASTING.

Announcers

Sports director. 14 years radio-television. Excellent play-by-play football, basketball, baseball. Top interviews. Special events. Tapes, S.O.F. available. Best references. Box 526G, BROADCASTING.

The honeymoon is over! Announcer, now tv, 11 years experience including news, remote radio studio manager (sales, copy, service) wants administrative/managerial opportunity. Box 642G, BROADCASTING.

Technical

FCC 1st class license, thorough background in all aspects of the techniques of broadcasting. Box 640G, BROADCASTING.

Highly qualified engineer. Extensive background entailing maintenance, installation, operation, administration. Box, 660G BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Studio maintenance and operation technician with 6 years experience desires permanent position with a future. Box 675G, BROADCASTING.

Experienced tv engineer, good character, desiring permanent position. Good opportunity for the right man. Please send resume to Box 676G, BROADCASTING.

Production—Programming, Others

N. Y. experience in all phases of radio and tv., director and producer, college graduate, FCC 1st class. Box 534G, BROADCASTING.

Gordon Max, is trustworthy, loyal, friendly, courteous, kind, cheerful, thrifty, brave, clean and boy can he production manage a tv station. Available, but not desperate, yet. Box 708G, BROADCASTING.

Energetic promotion man—available Sept. 1st. Married, 28, veteran, 3 yrs. college. Strong on sales-audience promotion, research, merchandising, layout, production. Complete knowledge radio-tv operation. Seeking opportunity, advancement. References. Resume. Box 725G, BROADCASTING.

A film editor with 4 years experience, 2 years college, desire position in the southeast. Write P. O. Box 3026, Columbia, S. C.

Henry Barzilay. Radio-tv production, 14 years experience. Director/newscaster, reporter/photographer (NBC, CBC and others). Announcing, on-camera, sports events, SOF. Last year w/BBC-TV, World News. International experience and background. Deported Africa (see Time 9/28/59). 149 S. Canon Dr., Beverly Hills, Calif. CR 5-5783.

FOR SALE

Equipment

RCA BTA 250M transmitter, built in remote control, many spare parts and tubes, in excellent running condition, $1900, delivered. Box 711G, BROADCASTING.

Serrasoid Multiplex Exciter Type 936, $1000. EMT Wow and flutter meter. Schaffer remote control unit, model 400-R, $1200. Western Electric 506-B FM transmitter, 10 kw and parts. WBAI, New York 16, New York; Oxford 7-2288.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝″ Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝″ Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Television transmitter, RCA type TT-11AH, Channels 7-13, latest model. Hammett & Edison, Consulting Radio Engineers, P. O. Box 68, International Airport, San Francisco 28, California.

Increasing power—will sell like new Gates 1 kw transmitter BC it including tuning unit and spare tubes. Contact Phil Jackson, 6905 NE Sacramento, Portland, Oregon.

FOR SALE

Equipment—(Cont'd)

Microphones—E.U. Model 666—655C, brand new—666 used once—$100.00 each, Larry's Record Service. Crestline, Ohio.

Two image Orth chains, GPL type 2014 with 4″, 6″, 8″ lenses, power supplies, control units, master monitor. Offer includes new overhaul parts valued at $339. One "as-is" basis. 1-lot 36-5820 Image Orth tubes used in excess 800 hours. Mr. M. Melton, Room 405, 1410 N.E. 2nd Avenue, Miami, Florida.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Electron tubes . . . World's most select inventory. Over 5000 types of broadcast and special purpose tubes and semi-conductors available from stock. Specialists in transmitting and tv camera tubes. State Labs Inc. (Dept. GB), 215 Park Ave. South, New York 3, N. Y.

For sale 5820, 1850A camera tubes 4-65A electron tubes. First quality, guaranteed. Price upon request Thor Electronics Corp., 1215 Summit Ave., Union City, N. J.

WANTED TO BUY

Stations

Financially responsible, seeks small owner—operator. Property in expanding medium sized market—Replies confidential Box 506G, BROADCASTING.

Equipment

Ampex, Altofonic, Audiomation, etc.. 8 hour tape players. Box 263G, BROADCASTING.

13 and 22 inch consol cans, also Master monitors, and power supplies. DuMont 2 camera 10 chain. KINY-TV, 231 S. Franklin St., Juneau, Alaska.

Wanted: Monoscope camera in good condition. State manufacturer, age and price. Write Ralph L. Hucaby, WLAC-TV, Nashville 3, Tennessee.

1 kw uhf transmitter, filterplexer, harmonic filter, dummy load, freq. and mod. monitor, 600 ft.—3⅛″ line, audio limiter, stab. amp, patch gear, equipment racks. H. Evans, Ed. TV, WTHS, 1410 N.E. 2nd Avenue, Miami, Florida.

Cash for good used thousand watt transmitter. Send complete details WMRE, Monroe, Georgia.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in six weeks or less. This is the Hollywood "miracle" school. Highest success percentage in the nation. Instruction eight hours a day, five days a week. License guaranteed for tuition of $300.00. No added charge for added time if needed. Pathfinder, 5504 Hollywood Blvd., Hollywood, California. Classes September 18 and October 30.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. **OX 5-9245.**

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

BUSINESS OPPORTUNITY

Capital wanted ($25,000) for 25% of stock. For additional equipment and operating expenses. Top 10 market, new class B. FM, high power, excellent potential. May participate in management. Box 316G, BROADCASTING.

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

MISCELLANEOUS

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment. introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

RADIO

Help Wanted—Management

SALES MANAGER

Thoroughly experienced in AM operation. Know sales. Take responsibility. Must be a hustler. Opportunity to move into management quickly. East coast. Good small market.

Box 397G, BROADCASTING

Announcers

PERSONALITY

Afternoon traffic show. Selected pop tunes + CBS and strong local news + you = adult appeal + good ratings? We are No. One Hooper mornings. What can you do with afternoons? $100 start. Tape and details to Joe Davis, WKRG, Mobile, Alabama.

TELEVISION

Help Wanted—Announcers

UNDERSTANDING

We would like to increase our viewers' understanding of what is taking place in the world today. At present, most of the time of our 16-man news staff is devoted to local and regional news coverage; we want to bring meaning to the world news outside our coverage area.

We need a man with carefully developed thought processes, who understands world events and who can bring them into focus for our one million viewers surrounding California's Capital City.

If you believe you are this man, write us in detail, including whatever information you believe we shall need to form a preliminary judgment. Based upon your letter, we shall make further inquiries leading to a personal interview.

Box 658G, BROADCASTING

FOR SALE

Equipment

SUBCARRIER GENERATOR FOR SCA MULTIPLEXING

Model SCG-2 features high performance at low cost. Use with any FM transmitter with MX input. Write for technical data to:

MOSELEY ASSOCIATES

4416 Hollister Ave., P.O. Box 3192
Santa Barbara, California

MISCELLANEOUS

ALL ELKINS EX'ES

The staff of Elkins Institute of Radio and Electronics invites you to attend the first reunion of Elkins alumni to be held Monday, September 4, 1961, between the hours of Nine A.M. and Nine P.M. at Elkins Institute of Radio and Electronics, 2603 Inwood Road, Dallas, Texas. This invitation is to all ex-students taught by or under the supervision of Bill Elkins at any school during any year.

RSVP

FOR SALE

Stations

MIDWEST FM WITH MULTIPLEX

$13,000 down—$280 per month all new equipment.

Box 599G, BROADCASTING

FOR SALE

Stations

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

GEORGIA FULLTIME

Located South Georgia. Ideal owner manager set up. 1000 watts pending. Price $50,000.00 with $15,000 down. Balance over 5 years.

Box 571G, BROADCASTING

To Independent Owners of Profitable Radio & TV Stations:

We own two profitable radio stations—are completing negotiations to put out own stock issue. We are interested in cooperative merger with a few profitable and well-managed stations. Our investment counsellors advise us that stations will be valued at ten times average earnings over past five years. You will receive 20% in cash (taxed as capital gain) and 80% in marketable securities (no tax until sold). You will be invited to become member of Board of Directors and receive a contract to continue in management for next ten-fifteen years. If interested, drop us a note. Our president will contact you personally. Your communications will be kept in strict confidence. No brokers please.

Box 673G, BROADCASTING

PLANNING MERGER

We have three metropolitan stations considering a merger—if you are in the top 70 market and would like to investigate the possibilities contact Associated Media Brokers, Suite 328, Bayview Building. Fort Lauderdale, Florida, LO. 6-7843.

7 TV stations $150,000 to $4,000,000—34 Radio stations $35,000 to $500,000—2 metro FM stations $35,000 and $45,000.

PATT McDONALD CO.

Box 9266 GL 3-8080
AUSTIN 17, TEXAS

FOR SALE

Stations

Calif.	single	fulltime	$100M	terms
Mich.	single	daytimer	60M	38dn
Iowa	single	fulltime	87M	15dn
Ariz.	small	fulltime	75M	29%
Ga.	medium	daytimer	80M	22dn
Fla.	medium	power	210M	60dn
Ore.	medium	fulltime	70M	15dn
Ala.	metro	daytimer	150M	29%
Tenn.	metro	fulltime	400M	100dn

And others

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

PROFITABLE. Daytimer facility serving growing market in North West Central state. Absentee owned. Did $85,000 in 1960. Did $50,000 in first seven months 1961. Showed $12,000 profit so far this year. Asking $100,000 with 29% down including real estate.

JACK L. STOLL & ASSOCS.

Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 129

Schamblin to Frank G. R. Schamblin, executor of estate of Florence Schamblin, deceased.

KAGT Anacortes, Wash.—Granted acquisition of positive control by Angus W. Lehnhoff through purchase of stock from G. Robert M. Stacey.

WMNT Manati, P. R.—Granted acquisition of positive control by Efrain Archilla-Roig and Ernesto Archilla-Rivera (as family group) through purchase of stock from Raul Santiago Roman and Zaida Santos Rivera.

KIKS Sulphur, La.—Granted assignment of license to Victor Radio Inc.

WGSB Geneva, Ill.—Granted assignment of cp to Fox Valley Bcstg. Corp.

WDJR(FM) Oil City, Pa.—Granted license covering installation of new type trans.

WKDN-FM Camden, N. J.—Granted cp to install a new trans. and increase ERP to 18 kw.

WAUG-FM Augusta, Ga.—Granted cp to install a new ant. and increase ERP to 10 kw.

WASH(FM) Washington, D. C.—Granted cp to change type trans. and increase ERP to 20 kw.

■ Following stations were granted mod. of cp to change type trans.: KVET Austin, Tex.; WCCF Punta Gorda, Fla.; WBOY Clarksburg, W. Va.; KODE Joplin, Mo.; KSYC Yreka, Calif.

KBCA(FM) Los Angeles, Calif.—Granted mod. of cp to change transmitting equipment and make changes in ant. system (increase height); ant. height 2,900 ft.; remote control permitted; condition.

■ Following stations were granted extensions of completion dates as shown: WGPR (FM) Detroit, Mich., to Nov. 8; KVIL-FM Dallas, Tex., to Oct. 1; KITT(FM) San Diego, Calif., to Jan. 1, 1962; WEST-FM Easton, Pa., to Oct. 1; WLOL-FM Minneapolis, Minn., to Dec. 2; WEGO-FM Concord, N. C., to Jan. 31, 1962; WAKW(FM) Cincinnati, Ohio, to Nov. 7; KBCA(FM) Los Angeles, Calif., to Jan. 15, 1962; K80AW, K82AL Dubuque Area Translator Co., Dubuque, Iowa, to Sept. 25.

Actions of Aug. 10

■ Granted renewal of license for following stations: KPLY Crescent City, Calif.; KSIG Crowley, La.; KTCS Fort Smith, Ark.; WICU Erie, Pa.; WLAQ Rome, Ga.; WLIZ Lake Worth, Fla.; WSBT South Bend, Ind.

KGFW Kearney, Neb.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.

KHUB Fremont, Neb.—Granted cp to change hours of operation from specified to unl. and increase power from 100 w to 250 w-N, 500 w-D, and install new trans.; conditions.

WGSA Ephrata, Pa.—Granted increased power from 1 kw to 5 kw continued operation on 1310 kc, D, DA-D, and install new trans.; conditions.

WICE Providence, R. I.—Granted cp to make changes in daytime DA pattern; conditions.

KROE Sheridan, Wyo.—Granted license for am station.

WPEL-FM Montrose, Pa.—Granted license for fm station.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WARF Jasper, Ala.; WNDU South Bend, Ind.; WAIM Anderson, S. C.

WFNC Fayetteville, N. C.—Granted license covering change of frequency, increase in daytime power, change ant. from DA-2 to DA-N, make changes in ground system and in nighttime DA system, and installation of new trans.; condition.

KWMT Fort Dodge, Iowa—Granted license covering increase in power, installation of new trans., and changes in DA pattern; conditions.

■ Granted licenses covering installation of new trans. for following stations: WOPA Oak Park, Ill.; WBNS-FM Columbus, Ohio; KSEW Sitka, Alaska.

WNOR Norfolk, Va.—Granted license covering change in ant.-trans. and studio location and operation by remote control.

WFNC Fayetteville, N. C.—Granted license to operate trans. as alternate main night and auxiliary day.

WHKP Hendersonville, N. C.—Granted license to use old main trans. (main trans. location) as auxiliary trans.

KITT(FM) San Diego, Calif—Granted cp to increase ERP to 120 kw; remote control permitted (2nd remote control point).

KLRO(FM) San Diego, Calif.—Granted cp to increase ERP to 40 kw; decrease ant. height to 52 ft.; install new type ant. and make changes in ant. system; remote control permitted.

■ Following stations were granted mod. of cps to change type trans.: KLCB Libby, Mont., and WNEG Toccoa, Ga.

KNBB(FM) Newport Beach, Calif.—Granted mod. of cp to change type ant.; condition.

KMED-TV Medford, Ore.—Granted mod. of cp to change ERP to vis. 149 kw; aur. to 79.5 kw; ant. height 700 ft.; type trans.; install new ant. system and make changes in equipment.

K13AK Heber, Utah—Granted mod. of cp to change make of trans. of vhf tv translator station.

K11AC Belt, Mont.—Granted mod. of cp to change type trans. equipment of vhf tv translator station.

K08AU Price, Utah—Granted mod. of cp to change ERP to 25.93 mc; type trans. and transmitting ant. and make changes in ant. system of vhf tv translator station.

Actions of Aug. 9

WOW-FM Omaha, Neb.—Granted license for fm station.

WBHB Fitzgerald, Ga.—Granted cp to install new trans.

■ Granted cps for following new low power stations: Sarkes Tarzian Inc., Bloomington, Ind., and A. H. Belo Corp., Dallas, Tex.

■ Following stations were granted mod. of cps to change type trans.: WNIA Cheektowaga, N. Y.; WEAW Evanston, Ill.; WUNE Baton Rouge, La.; WRJC Mauston, Wis., condition and without prejudice to such further action as commission may deem appropriate in light of "Petition to Stay and Revoke Construction Permit" filed July 14, 1961 by Tomah-Mauston Bcstg. Co.

■ Following stations were granted extensions of completion dates as shown: WMTR Morristown, N. J., to 11-15; WRPB Warner Robins, Ga., to 10-7; KTOD Sinton, Tex., to 9-20; WTHT Hazleton, Pa., to 10-1; WFMH Cullman, Ala., to 10-1; WMDN Midland, Mich., to 2-19-62; WZIP-FM Cincinnati, Ohio, to 1-8-62; WHMC Gaithersburg, Md., to 12-24; WCLW Mansfield, Ohio, to 10-22; WION Ionia, Mich., to 11-14; WSOC Charlotte, N. C., to 11-14; KXRX San Jose, Calif., to 12-1; WNIA Cheektowaga, N. Y., to 1-1-62; KBOX Dallas, Tex., to 9-20; WNBC New York, N. Y., to 2-23-62, without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

K12AZ, K10AZ Price, Utah—Granted mod. of cps to change ERP to 25.61 mc; type trans. and transmitting ant. and make changes in ant. system; ERP to 25.77 mc; type trans. and transmitting ant. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: KMOX-FM St. Louis, Mo., to Sept. 30; *WAMU-FM Washington, D. C., to Oct. 15; KXYZ Houston, Tex., to Oct. 8; KFIN(FM) Seattle, Wash., to Feb. 15, 1962; WAVI-FM Dayton, Ohio, to Feb. 15, 1962.

■ Folowing stations were granted authority to remain silent for periods shown: WLOV(FM) Cranston, R. I., to Oct. 10; WERI-FM Westerly, R. I., to Oct. 14; KQRO(FM) Dallas, Tex., to Oct. 3, condition; KARO(FM) Houston, Tex., to Oct. 10, condition.

Actions of Aug. 8

■ Granted cps for following vhf tv translator stations: Community Tv Club on chs. 3 and 8, Canon City, Colo., to translate programs of KRDO-TV (ch. 13) and KKTV (ch. 11) both Colorado Springs, Colo.; Roy Tv Club on chs. 9 and 6 Roy, Mont. (KFBB-TV ch. 5 Great Falls, Mont., and KFBB-TV ch. 5 via ch. 9 Roy, Mont.; conditions); Kevin Tv Assn. on ch. 9 Kevin, Mont. (KFBB-TV ch. 5 Great Falls, Mont.); Burlington Chamber of Commerce Inc. on chs. 13 and 2 Burlington, Colo. (KHPL-TV ch. 6 Hayes Center, Neb., and KOMC-TV ch. 8 McCook, Neb.; conditions); Flaming Gorge Community Tv on chs. 7, 6, and 3 Dutch John and Manila, Utah (KUTV ch. 2, KCPX-TV ch. 4 and KSL-TV ch. 5 all Salt Lake City, Utah; conditions; City of Manitou Springs on chs. 3, 6 and 8 Manitou Springs, Colo. (KKTV ch. 11, KRDO-TV ch. 13 and KCSJ-TV ch. 5 Colorado Springs and Pueblo, Colo.; conditions); Birney Tv Club on ch. 11 Birney, Mont. (KOOK-TV ch. 2 Billings, Mont.).

WAVA-FM Arlington, Va.—Granted license covering change in ERP, ant. height, installation of new trans. and ant., and changes in ant. system for short term period ending Aug. 1, 1962 (same as renewal of license of am station WAVA granted by commission July 26, 1961).

■ Granted cp for following new vhf tv translator station: Douglas Tv Assn. Inc. on ch. 13 Douglas, Wash., to translate programs of KHQ-TV ch. 6 Spokane, Wash., condition.

■ Granted cps for following new uhf tv translator stations: Ozark Tv Translator Systems Co. on chs. 77 and 71 West Plains, Mo., to translate programs of KTTS-TV ch. 10 and KYTV ch. 3 both Springfield, Mo.

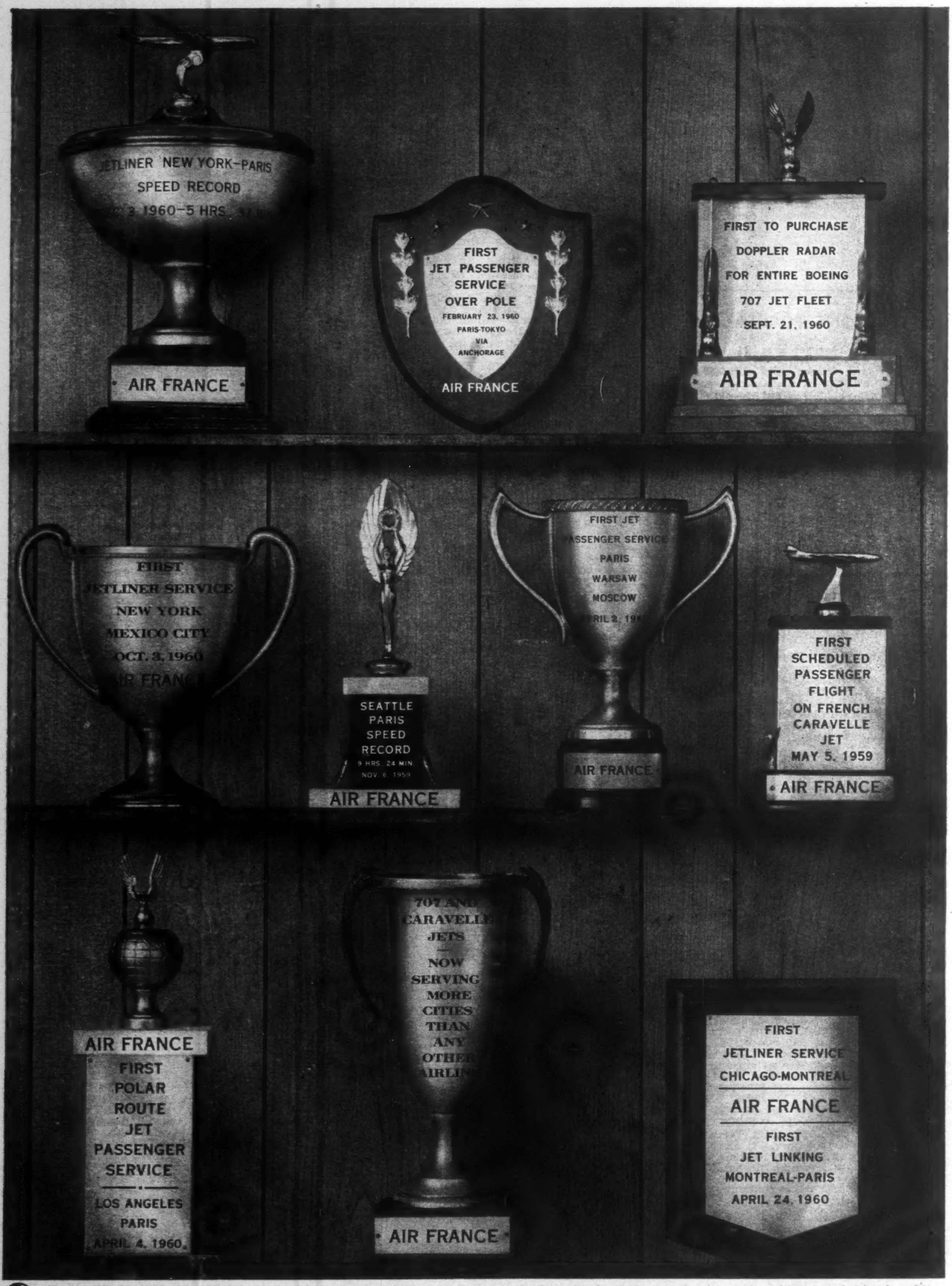
Actions of Aug. 7

■ Granted cps for following new vhf tv translator stations: Douglas Tv Assn. Inc. on ch. 7 Douglas, Wash., to translate programs of KREM-TV ch. 2 Spokane, Wash., condition; Washington County Tv Dept. on chs. 4, 9 and 5 Rockville, Utah (KSHO-TV ch. 13 Las Vegas, Nev., via ch. 4 Santa Clara and Washington (Beaver Dam), Utah, via ch. 12 Virgin (Smith Mesa), Utah, KLRJ-TV ch. 2 Henderson, Nev., via ch. 10 Santa Clara and Washington (Beaver Dam), Utah, via Virgin (Smith Mesa), Utah, and KLAS-TV ch. 8 Las Vegas, Nev., via ch. 6 Santa Clara and Washington (Beaver Dam), Utah, via ch. 8 Virgin (Smith Mesa), Utah; Ute Mountain Ute Tribe of Indians on chs. 2, 5 and 10 Aneth, Utah, and Towaoc, Colo. (KOAT-TV ch. 7, KGGM-TV ch. 13 and KOB-TV ch. 4 all Albuquerque, N. M.); Upper Williamette Tv Reflector System Inc. on chs. 5 and 2 Oakridge, Ore. (KVAL-TV ch. 13 Eugene, and KOIN-TV ch. 6 Portland, both Ore., conditions); Minersville Tv Committee on chs. 5 and 4 Minersville, Utah (KSL-TV ch. 5 Salt Lake City, Utah, via tv translator station K12AQ ch. 12 Milford, Utah, and KCPX-TV ch. 4 Salt Lake City, Utah, via tv translator station K10AL ch. 10 Milford, Utah); Holly Tv Inc. on chs. 8 and 12 Holly, Colo. (KGLD ch. 11 Garden City, Kan., and KTVC ch. 6 Ensign, Kan.).

Rulemakings

PETITION FILED

Sec. 3.606 Department of Public Instruction, State of Michigan, Lansing, Mich. (8-10-61)—Requests amendment of rules so as to assign and reserve ch. 18 in East Lansing, Mich., for educational television use. Ann. Aug. 11.


JETLINER NEW YORK-PARIS
SPEED RECORD
3 1960-5 HRS.
AIR FRANCE
FIRST
JET PASSENGER
SERVICE
OVER POLE
FEBRUARY 23, 1960
PARIS-TOKYO
VIA
ANCHORAGE
AIR FRANCE
FIRST TO PURCHASE
DOPPLER RADAR
FOR ENTIRE BOEING
707 JET FLEET
SEPT. 21, 1960
AIR FRANCE
FIRST
JETLINER SERVICE
NEW YORK
MEXICO CITY
OCT. 3, 1960
AIR FRANCE
SEATTLE
PARIS
SPEED
RECORD
9 HRS. 24 MIN.
NOV. 6, 1959
AIR FRANCE
FIRST JET
PASSENGER SERVICE
PARIS
WARSAW
MOSCOW
APRIL 2, 19
AIR FRANCE
FIRST
SCHEDULED
PASSENGER
FLIGHT
ON FRENCH
CARAVELLE
JET
MAY 5, 1959
AIR FRANCE
AIR FRANCE
FIRST
POLAR
ROUTE
JET
PASSENGER
SERVICE
LOS ANGELES
PARIS
APRIL 4, 1960
707 AND
CARAVELLE
JETS
NOW
SERVING
MORE
CITIES
THAN
ANY
OTHER
AIRLIN
AIR FRANCE
FIRST
JETLINER SERVICE
CHICAGO-MONTREAL
AIR FRANCE
FIRST
JET LINKING
MONTREAL-PARIS
APRIL 24, 1960

Air France Public Relations personnel stand ready to serve you in New York, Chicago, Los Angeles, Montreal, Mexico City.

OUR RESPECTS to Kenneth Allen Cox, chief, FCC Broadcast Bureau

The man who wields the scissors on FCC red tape

Historians often point to examples of a man growing to fit his office. In the case of Kenneth A. Cox, new chief of the FCC Broadcast Bureau, the office has grown to fit the man.

The commissioners have delegated more responsibility and authority to the bureau. And they did it with confidence. They know Ken Cox will not require extensive research to acquaint himself with tv allocations, deintermixture, network practices and licensing and other hot potatoes the FCC is juggling—he virtually wrote the books.

As special counsel to the Senate Commerce Committee, which investigated these subjects in 1956-60, Mr. Cox wrote "brilliant reports which have been used by everyone looking into these problems since," a colleague said.

Characteristically Ken wasted no time shuffling papers at the FCC. Taking office in April, he met with broadcast and legal interests to thrash out the thorny problem of FCC program forms. An enemy of Federalese, Ken slashed many of the ambiguities from the revised forms.

A lawyer who negotiated with him says, "Here's a man who is willing to listen to other points of view. He's very capable, practical and perceptive."

Mr. Cox has some firm convictions about broadcast regulation—but he's reasonable. He admits the FCC's probes into programming enter a "difficult area" in judging what constitutes censorship vs. protection of the public interest.

He feels broadcasters "can't make tv the servant of mass advertising, to as great an extent as it is. I think there are advertisers who'd be willing to pay the going rate to put on new and different types of programs."

Early Decision ▪ "Public service" means a great deal more to Kenneth Allen Cox than just a category on a program form. He has interrupted a successful law practice many times to do the public's business.

He was born Dec. 7, 1916 in Topeka, Kan., where his father, Dr. Seth Leroy Cox, was an officer in the U. S. Public Health Service. Dr. Cox moved his family to Seattle when Ken was 15.

Like many a youngster in the Great Northwest, Ken once dreamed of being a civil engineer and building dams. But studying history and starring on the debating team in high school sparked an interest in public issues. He decided that lawyers and statesmen have a greater hand in shaping the nation. "And maybe I just like to talk," he adds with an engaging grin.

Valedictorian in high school, Ken went on to pre-law and law school at the U. of Washington, graduated *cum laude* and Phi Beta Kappa in 1940 and received his master of law degree from the U. of Michigan the next year. He served as law clerk to a Washington state supreme court justice for a year and a half, then joined the staff of the attorney general of that state. Early in 1943, Ken Cox joined the Army.

Parallel Career ▪ Nona Fumerton was a member of Ken's city-champion debating team and was valedictorian the year after he graduated. She too gained a law degree at Washington, graduating with the highest honors in her class.

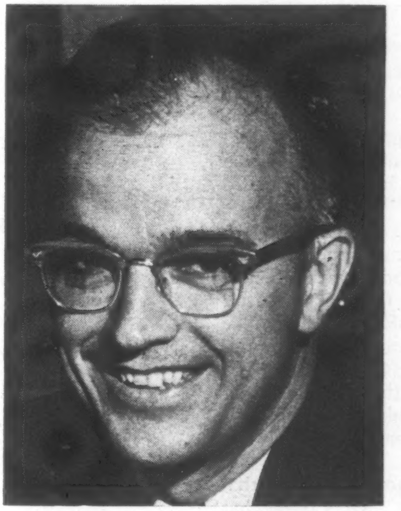
Such friendly rivalry often ends in partnership. They were married Jan. 1, 1943, a day after he was inducted.

Entering the Army as a private in the Quartermaster Corps, Ken rose to captain in Intelligence, putting in his first hitch in Washington, D. C., at the Pentagon.

Discharged in 1946, Capt. Cox became Prof. Cox; he returned to U. of Michigan law school as assistant professor. Early in 1948, the Seattle law firm of Little, LeSourd, Palmer, Scott & Slemmons asked him to join its practice. When Ken explained he was committed to finish the semester, the immediate response was, "Then send us Nona," and Mrs. Cox "held down" the job until he finished at Michigan.

Mr. Cox has remained with the firm, which specializes in corporate and tax law, ever since. He was made a partner in June 1953.

The Korean conflict was the first of the "interruptions." Capt. Cox was recalled to duty as instructor and administrative officer at the Army General School, Ft. Riley, Kan.



Broadcast Bureau's Cox
Firm—but reasonable

Kenneth Cox pitched tirelessly into Seattle civic projects and Democratic activities. Among other posts, he served as vice president of the Municipal League of Seattle, the Seattle World Affairs Council and president of the local chapter of the American Assn. for the United Nations. He was Democratic precinct committeeman 1954-60 and active in district political clubs.

Mr. Cox relishes the challenge of politics but his standards of civic responsibility outweigh purely partisan considerations. In Seattle he was a member of a committee which investigated the views and background of municipal candidates, made recommendations to the voters and supported selected candidates from both parties.

A Senate staff member who worked with him emphasizes, "Ken commands great respect from both sides of the aisle."

Sen. Warren G. Magnuson (D-Wash), chairman of the commerce committee, recalls Mr. Cox was a "most efficient, painstaking counsel, who offered every opportunity to the opposition to develop their points as he developed his points for the committee majority."

For three protracted hearings on tv, Mr. Cox conducted investigations, examined witnesses and wrote reports. In April 1959 when Sen. Magnuson needed a top trial counsel for hearing on the nomination of Adm. Lewis L. Strauss to be Secretary of Commerce, he again called on Kenneth Cox.

FCC Chairman Newton N. Minow, although he had never met Mr. Cox, was impressed by "his fine record and reputation" and called him immediately after being confirmed to offer Ken the post of FCC general counsel. Although it meant another hiatus in his practice, Ken accepted. When he returned to Washington, D. C., the chairman suggested he could be of more service as chief of the Broadcast Bureau.

The Home Scene ▪ "My favorite hobby is traipsing after my boys," Ken says. The Coxes' three sons, Gregory 11, Jeffrey 8 and Douglas 5, are avid tv viewers.

The family is scouting for camping sites near Washington and their suburban Bethesda, Md. home. They own a tent and frequently camped out in the Northwest.

He's a voracious reader, particularly history and political science. But when job pressures build up he reads detective stories. "But this doesn't mean I approve of crime and violence," he adds.

EDITORIALS

New economics of tv

THE accelerating trend toward the sale of network participations, which is described in detail elsewhere in this issue, is less to be deplored as an evil than to be examined as a change in one of the fundamental sources of station income.

There is no discernible way the trend can be reversed. Indeed it is likely that a year from now the networks will be selling a higher proportion of participations to programs than they are selling now. Events are forcing that condition.

There are critics who say that the networks have suffered from inadequate salesmanship and have cravenly settled for the easier sale of bits and pieces when they should have vigorously adhered to the principle of selling whole shows. We are disinclined to attempt an appraisal of network salesmanship. To us it seems that the costs of full-program sponsorship on national networks have grown so big that no amount of sales ingenuity could have achieved anything approaching a sold-out situation on a universal application of the full sponsorship principle. The problems of the network salesmen are further complicated by the rise of a third network, ABC-TV, to fully competitive status.

There is no way to measure the effect that network participation selling will have on spot tv, but it is safe to assume that spot will not be helped. This means, of course, that stations face the prospect of a decline in revenue. The compensation that an affiliate gets for carrying a network participation announcement is no more than a fraction of what it gets for carrying the same announcement bought at spot rates. This is the problem that must somehow be overcome.

It seems to us the only way to overcome it is for affiliates to appeal to the networks to increase rates of station compensation. If networks are to eat into spot business as a necessary means of maintaining their own volume, they should be willing to compensate stations for the spot revenues they have taken away. It is not too soon for affiliates to begin working on revisions in their network compensation schedules.

Collins conundrum

NEXT to the NAB presidency the post of executive vice president organizationally is the most important in the trade association. That is the reason the 43-man board last June urged the selection of an experienced broadcaster for this No. 2 spot.

The new executive vice president, however, is not a broadcaster. Vincent Wasilewski, a 12-year veteran of the NAB's staff at 38, and its vice president for government affairs, has been elevated to this position. NAB's president, former Gov. LeRoy Collins of Florida, made the selection. It was endorsed by the three-man NAB advisory committee and is expected to be confirmed by the full board. The board really was given no alternative.

Mr. Wasilewski is an able young man. He is dedicated, sober and reliable. But because he is not a broadcaster, he doesn't meet the qualifications spelled out by the board. The board wanted a broadcaster because Gov. Collins isn't one either. It also wanted a man who could stand in for the president and perhaps succeed him if a vacancy occurs.

Promotions from within ordinarily are to be desired. It does not demean Mr. Wasilewski to say that the board did not have in mind a promotion from within. Mr. Wasilewski had no idea that he would be tapped. He made no drive for the job.

We agree with those members of the board who felt that an infusion of new blood was needed. Mr. Collins has been handicapped by a lack of knowledge of broadcasting and of the attitudes of the preponderance of the NAB membership. While he shifted his position from one of all-out support of program controls by government to passive resistance at the most in certain areas, he hasn't yet successfully made the transition from bureaucrat to chief lobbyist of the nation's broadcasters.

Cited as a mitigating circumstance is the selection of Robert D. Swezey, a seasoned broadcaster and former network and station executive, as chief administrator of the television and radio codes. This is an important post and Mr. Swezey—an attorney as well—appears eminently qualified for it. The code authority, however, is a position apart from NAB's overall management. It functions as a separate unit. Paradoxically, Mr. Swezey does meet the board's criteria for the executive vice presidency.

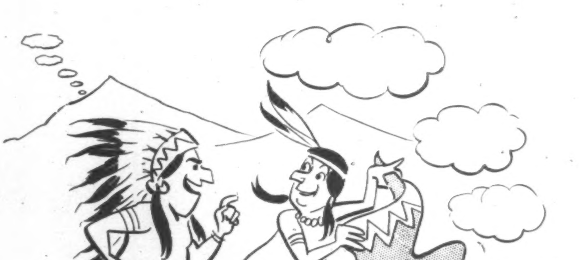
There are rugged days ahead. What Mr. Wasilewski can do as executive vice president that he could not do as vice president for government affairs, which principally is a lobbying job, is difficult to discern. He can't inculcate in Gov. Collins the practicalities of station or network operations because he hasn't had the experience.

If Gov. Collins had had a strong individual, conversant with broadcasting's problems based on first-hand experience, at his side in recent weeks, he might not have stumbled as he did in initially endorsing the FCC's proposed program forms or in advocating a freeze on am grants (and by implication on tv) without recognizing the dire consequences that inevitably would lead to rate regulation.

Gov. Collins is persuasive. He is a salesman par excellence in politics and at the state level. But a salesman must know his product and the goals of his principals. His product is free enterprise broadcasting and his principals are the members of the association he is privileged to head. Unless he follows the bidding of the majority of his membership, he is not working for them but against them.

Gov. Collins has learned a few harsh lessons in the past several weeks. He now seems less reluctant about joining issue with the government but he's still far from being the champion of free broadcasting that the broadcaster has the right to expect. He has the capacity to do the job expected of him. He must show now that he has the will.

Gov. Collins should deny or confirm the widespread report that he has in mind running for the Senate from his native Florida. And he should realize that playing footy-footy with the administration isn't necessarily in the best interests of his membership.



Drawn for BROADCASTING by Sid Hix

"With a hard news program like ours, how could we ever have trouble with the FCC?"

Take a second look

(it's Master Furriers, in Duluth)

Take a second look at the Duluth-Superior market-

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Charleston, Erie or Tucson!

Duluth-Superior-BIGGER than you think-and only **KDAL** delivers it all!

KDAL—CBS RADIO-TELEVISION/3—**AN AFFILIATE OF WGN, INC.**—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

Budweiser
Budweiser

The D'Arcy Agency working with Anheuser-Busch advertising manager R. E. Krings created the PICK A PAIR theme to boost sales of Budweiser 6-paks. One of the most powerful elements behind the four-year success story of this promotion has been spot radio and spot TV – another example of the power of spot.

Pick a Pair

BUDWEISER® IS A REGISTERED TRADE-MARK OF ANHEUSER-BUSCH, INC.

You can PICK A PAIR of markets, a hundred markets or even more! Spot Radio and Television are the most economical and flexible media to boost your sales. Your HR Radio or Television salesman will be glad to show you why.

HR
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